Vogue

SUMMER
BEAUTY
ISSUE

30 pages about
YOUR
SUMMER BEAUTY

Beauty and Vitamins
Thirty-day Beauty Plan
Beauty in the Open

...AND MORE

MAY 15, 1941
PRICE 35 CENTS
40 CENTS IN CANADA

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CUTTING THE WEDDING CAKE

Tradition puts a coin and a ring in the wedding cake for good luck. That's the way American brides have always wanted it. In the same way, they have always wanted to start housekeeping with lovely, long-wearing Wamsutta *Supercale* sheets and pillowcases . . . as complete a supply as possible.

A WAMSUTTA BRIDE HAS ALL THE LUCK

YOU will find in Wamsutta *Supercale** sheets an exquisitely fine fabric with a soft smooth finish that becomes even *smoother* with laundering. . . . Wamsutta's exclusive EQUI-TENSION process helps to give them a *more even weave* and *greater tensile strength* to resist wear. *Lighter* than other sheets, they cost *less to launder.* Beautiful and luxurious though they are, they *last longer,* as five generations of American housewives have proved.

YOU, TOO, CAN PROVE IT. *Send 30 cents for a special boudoir pillowcase of Wamsutta Supercale (size 12" x 18", not sold in stores) and make your own tests by actual use. We will be glad to send you, free, "A Guide for the Bride," to help estimate sheet and pillowcase needs for any size of budget. Address: Dept. V-3.*

WAMSUTTA MILLS — *Since 1846, The Finest of Cottons* — New Bedford, Mass.

WAMSUTTA *Supercale* SHEETS

*REG. U.S. PAT. OFF.

VOGUE STUDIOS—RAWLINGS

Everybody's off to have a divine time *somewhere* . . . and looking deliberately cool, collected and beautiful about it. For such an event we suggest our made-to-order suit of bright figure-narrowing print, topped with a cool, firmly woven silk jacket. And to keep you beautiful throughout your travels, our extravagantly handsome Elizabeth Arden alligator travel case, fitted with dozens of her fine and famous preparations, $135. Other Elizabeth Arden fitted travel cases, from $7.50, on our Main Floor

ON THE PLAZA • NEW YORK
BERGDORF GOODMAN
5TH AVENUE AT 58TH STREET

Ahoy! Crewsers☆

jack and jill play sweaters

pull-over, 2.00 cardigan, 3.00

White and washable as face cloths. Light and comfortable as "sloppy joe" sweatshirts. Absorbent as terry-cloth. And smart! Emblems of red and blue woven right into the thick cotton and rayon knit..so they stay intact through dozens of tubbings. The knockabout delight of the Summer, for play, play and more play. Grand gesture to keep stacks of them in your beach cabana for big and little guests.

Mother's, 12 to 18. Accessories, Main Floor Tot's, 3 to 6 Girl's, 8 to 16, Seventh Floor

Mail and telephone orders will be filled. Call ELdorado 5-6800

☆Reg. U. S. Pat. Off.

Bonwit Teller

BONWIT TELLER • FIFTH AVENUE, NEW YORK • WHITE PLAINS

Clare Potter's whitewash pastels look as if they'd been sprayed with white. Introduced in two of her best new dresses, each in the dull, rich rayon crepe that she calls "Ranna." *Left,* the baby-cap sleeve dress with 12-gore skirt that ends in a lovely ruffle. Whitewash green or pink. *Right,* chunky pigskin buttons and belt for good tough emphasis. Note the new three-quarter cuffed sleeves, lapels that plunge deeply. Whitewash blue or chartreuse. 12 to 18, **35.00**

TOWN AND COUNTRY DRESSES—SPORTS FIFTH FLOOR

Bonwit Teller

BONWIT TELLER • FIFTH AVENUE, NEW YORK • WHITE PLAINS

Visions of loveliness . . . seen with increasing frequency wherever charming people gather.... That unmistakable "English Complexion," warm and lovely with a priceless clarity.... And beautiful American women, well-versed in a few fundamental Yardley precepts. . . .

The very youngest need only the simplest of Yardley beauty treatments. Start with Yardley English Lavender Soap . . . the luxury soap of the world. The deliciously creamy lather leaves your skin feeling radiantly refreshed. The single tablet . . . **35c.** Then use Yardley "English Complexion" Cream at least once a day. Its benign touch is youth itself, for its texture is rich and soft and utterly luxurious. Perfect for cleansing, and as a powder base, too . . . **$1.**

You may purchase these famous Yardley aids to complexion loveliness at any finer drug or department store. And at Yardley, 620 Fifth Avenue, New York City. Write to this address for our book, "Beauty Secrets from Bond Street." Quite free.

● *The not-quite-so-young should guard their youthful radiance with Yardley Cleansing Cream, $1; refresh the skin with mild Yardley Toning Lotion, 85c; and combat dryness with rich texture Yardley Night Cream, $1. • We continue to receive our shipments from England despite war conditions.*

Yardley

YARDLEY PRODUCTS FOR AMERICA ARE CREATED IN ENGLAND AND FINISHED IN THE U. S. A. FROM THE ORIGINAL ENGLISH FORMULAE, COMBINING IMPORTED AND DOMESTIC INGREDIENTS

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STOCKINGS TABARIN . . . our amazing reproduction of imported French 7.50 and 12.50 cobwebs

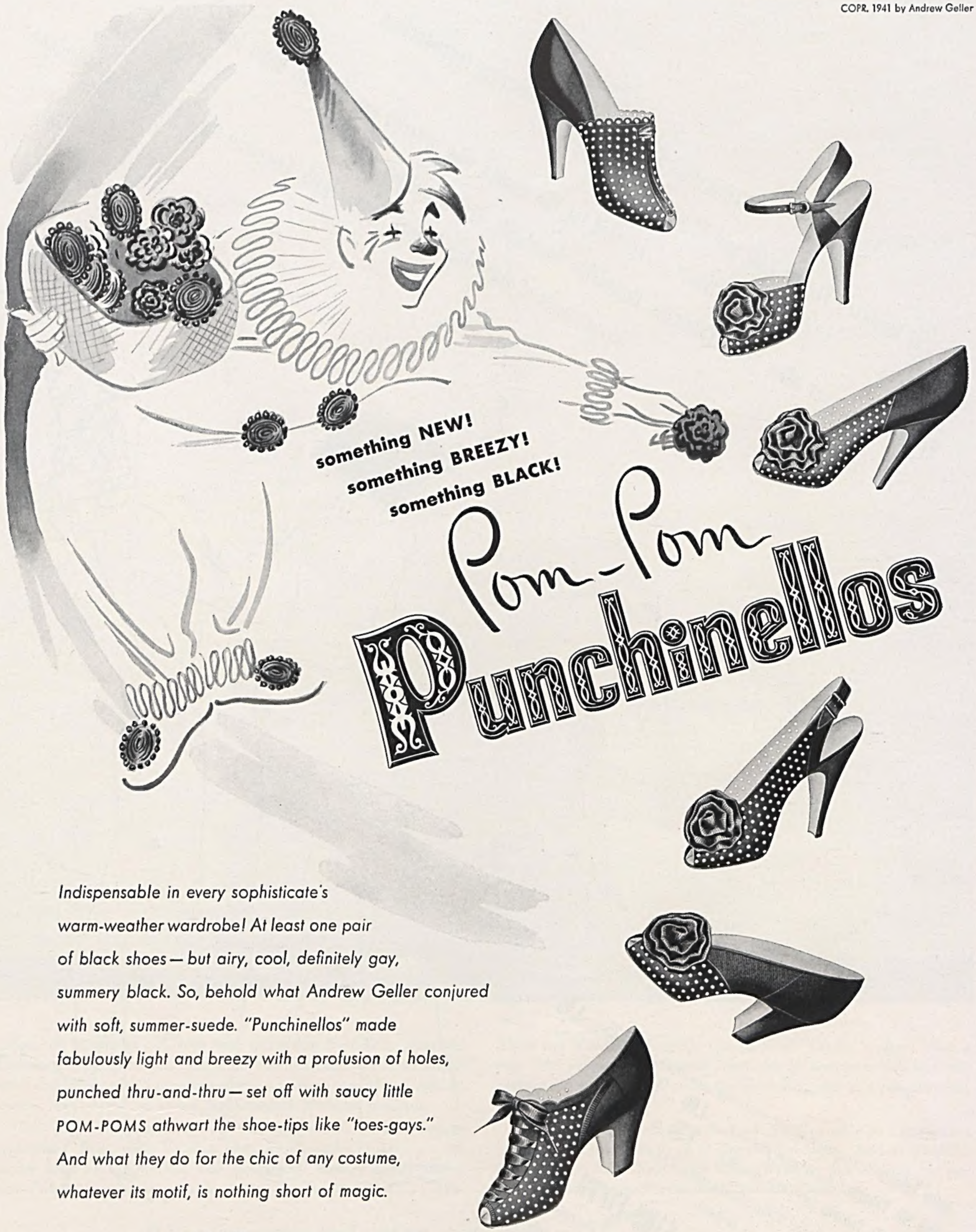
Saks substitute . . . created for the women who ordered our de luxe, hand-finished French hose, year after year. Tabarins' incredible durability, fractional prices: by-products of marrying French finesse with American mass-production technique:

Nylon Tabarin *(exceptional for wearing qualities)* . . . **1.35** to **1.95**
Dull Silk Tabarin *(American finish)* . . . **1.00** to **1.35**
Lustre Silk Tabarin *(French finish)* . . . **1.75** to **1.95**

The Tabarin colors: Toinette, Josette, Lisette, Nanette, Fleurette, Genette. Mail and Phone orders.

Exclusive with **SAKS FIFTH AVENUE**
in New York · Chicago · Detroit
Beverly Hills · Miami · Palm Beach

COPR. 1941 by Andrew Geller



Indispensable in every sophisticate's warm-weather wardrobe! At least one pair of black shoes — but airy, cool, definitely gay, summery black. So, behold what Andrew Geller conjured with soft, summer-suede. "Punchinellos" made fabulously light and breezy with a profusion of holes, punched thru-and-thru — set off with saucy little POM-POMS athwart the shoe-tips like "toes-gays." And what they do for the chic of any costume, whatever its motif, is nothing short of magic.

priced $12.75

ANDREW GELLER *Exquisite Footwear*

537 FIFTH AVENUE • NEW YORK

Gather your good things

while you may

*Dress and turban in Auto-Motif fabrics**

WE hate to talk like one of those natural-born gloom-spreaders given to pointing out that a girl is Only Young Once . . .

Still and all, this being May and 1941, there is special need to say that if you are going to make your youthful most of pleasant summer seasons, now is none too early to make ready.

Consider:

Down the street (as if you didn't know!) a big, strapping, heart-winning ROADMASTER like this one sits behind a Buick dealer's plate glass window . . .

In its lines is the very latest word in car fashions, in its Foamtex cushions and all-coil springing is comfort to gratify the most luxury-loving heart . . .

In its light and well-mannered controls there is effortless ease that gives even a ninety-eight pounder perfect mastery over all its gorgeous, 165-horsepowered bigness...BUT!

There is no telling how much longer it is going to be there—*at prices that make it the bargain it is today!*

So far those figures haven't felt the effects of the times, but who can say how long this will be true?

Thus, it's not merely a matter of getting yourself set for *this* summer but for several summers to come when you take steps to *get yours now!*

It's a poor time to Put Off and a good time to Make Sure—and if you want to have a ROADMASTER brought around so that Friend Husband can see for himself what a buy it is, any Buick dealer will be glad to oblige.

**Inspired by Buick's 1941 styling, Auto-Motif fabrics, designed by S. Borger, are available in a wide variety of colors and patterns in addition to those shown here.*

"BEST BUICK YET"

EXEMPLAR OF GENERAL MOTORS VALUE

I have a new and beautiful purpose in life!

80% of Milkmaid is Borden's pure, pasteurized milk!

COPR. 1941, MILKMAID, INC.

In the morning—make it Milkmaid! Delightful way to begin the day! Use this marvelous cream the minute you get up. Its sweet fragrance will remind you of green meadows, buttercups, daisies, a warm summer sun. Enough to make you feel lighthearted all day long! And Milkmaid will give you the fresh sparkling-clean look of a country child. For it gently scours the skin until it's clean. Natural as breathing—isn't it?—to grow lovelier by using this cream. You're getting all the albumin, calcium, fat in milk *and* pure vegetable oils. Just think—you *wash* this cream off with a sponge (or your own washcloth) that gets right in there and *cleans*. No tissues. No film of oil left on your skin. Just a radiant immaculate look! Make Milkmaid part of your morning routine. Why not start tomorrow?

Use it daily—If your face isn't CLEAN, what good are make-up preparations?

$1.75 a jar at better Department Stores . . . . If not available, send $1.75 to Milkmaid, Inc., 647 Fifth Avenue, New York City

MILKMAID
CLEANSING MILK
IS 80% FRESH PASTEURIZED MILK

From the stellar new Summer 1941 collection by Lord & Taylor's own gifted young designer of sports clothes. Exclusive with The Beach Shop, Fifth Floor

Lord & Taylor, Fifth Avenue, New York

Tussy Lipstick

sleek as satin... smooth as a dream

1. With Tussy make-up, you face the most revealing sunlight confidently... lips vital with color, temptingly smooth! Thanks to its famous *creamy texture,* Tussy Lipstick helps guard your lips against dryness, rough parching from winds, hot sun, salt spray.

2. You have *ten* Tussy fashion-wise shades to choose from. Whatever the colors in your wardrobe, whatever lighting you dance beneath, pale moon or intense supper-club spot-light—there's a Tussy Lipstick shade to help you look your most radiant!

3. For the Big Moments in life, your make-up must be perfect... lips not harshly "made up," but *soft,* not smudgy, but *smooth.* Tussy Lipstick is a marvel of just-right consistency, creamy and bland, yet as *indelible as you could wish!* Suggestions for your lipstick trousseau: Tussy's newest shade, *Stork Club,* a rich, sophisticated red, named for the famed New York night-club... *Tom-Tom* or *Safari,* brilliant true reds...and rosy *Red Magic.* Tussy Lipstick, $1. Cream Rouge to match, $1. Compact Rouge, 55¢. Nail Polish, 50¢. Shimmering red evening carryall, stocked with Tussy *Stork Club* make-up, perfume, $2.

Copyright, 1941, by Lehn & Fink Products Corporation

TUSSY WIND AND WEATHER LOTION—Leaves your skin feeling silky-soft after exposure to wind, heat, travel dust. Use as a soothing all-over body-rub after sports. Makes a flattering powder base. $1.

for that young, young look——**Tussy**

TUSSY LIPSTICK...TUSSY EMULSIFIED CLEANSING CREAM...TUSSY RICH CREAM...SAFARI FACE POWDER
TUSSY WIND AND WEATHER LOTION...AT DEPARTMENT STORES AND IMPORTANT DRUG STORES

Jungle! Jungle! Big hue and cry for Altman's newest love: Jungle greens. Throbbing life-color . . . the high-with-yellow green, the giant pattern of pago leaves. Strangely, wildly beautiful under the sun. Phenomenally chic for your "in-the-midst-of-civilization" holidays! Bathing ensemble of rayon sharkskin and printed rayon jersey, draped hooded cape to match. Sizes 12 to 20. 39.95. surf shop, third floor

B. ALTMAN & CO.

FIFTH AVENUE AT 34TH STREET N. Y. MU. 9-7000 ALSO AT OUR EAST ORANGE AND WHITE PLAINS SHOPS

Science says Skins Can Look Youthful Again

Endocreme Captures a New Cosmetic Principle Based Upon Latest Endermic Discoveries

Let us understand each other right at the start.

Endocreme is new. It represents a brand-new principle in cosmetics. It is revolutionary.

Endocreme differs from all other creams because it is the only cream which contains Activol* as its active principle—and this very special ingredient in a beauty cream is limited exclusively to Endocreme.

Endocreme is the result of well-planned scientific research and its formula was perfected by doctors for face, neck and hands.

WHAT IS ACTIVOL and HOW DOES IT WORK?

Activol is the counterpart of a substance which occurs naturally in the body in the younger years. But as women grow older, this natural supply decreases.

It is this decrease which is particularly responsible for the loss of youthful firmness, texture and color in women's skins.

It is this decrease that Activol helps to rebuild. When Endocreme is applied as directed, its contained Activol is absorbed by the skin and then exerts its active influence to help make it look youthful again.

WHAT IS ENDOCREME'S SUCCESS?

Endocreme has successfully survived four years of clinical and medical investigations. Endocreme has been tested by thousands of women all over the country under a wide variety of conditions: tested on skins growing old through advancing years, on skins prematurely aged by wind, weather and other deterrent influences.

Based upon clinical tests and also on an extensive nation-wide survey, seven out of every ten users who reported obtained satisfactory results. Many of these women were over thirty-five. Others were younger but with prematurely aging skins. But regardless of their individual difficulties, seven out of every ten of these women were pleased with their results with Endocreme. We believe that this large percentage might have been even greater if the simple routine of consistent application had been faithfully followed. Some of these satisfied Endocreme users may well be women in your own home town—perhaps your very neighbors.

CHARM AND CONFIDENCE REGAINED

An important part of the satisfaction that comes with Endocreme lies in the fact that, through its consistent use, women regain confidence in themselves and their charm. They rejoice in the clearer, firmer look of their faces. They radiate a new spirit of youth and their hearts rejoice. *They really dare to withstand any scrutiny of both men and women because they are sure of their looks.*

INVESTIGATE FOR YOURSELF

We urge you to investigate Endocreme yourself—test for yourself its vital influence in skin care. We urge you to try at least one jar—for 30 days' use—and judge for yourself its effect upon your own skin. Many users report tangible results within this time—some more stubborn skins require longer.

Endocreme is sold only by leading department stores and high-grade drug stores. When you do go to buy your jar of Endocreme, be sure to ask for your copy of "What Users Think of Endocreme." This informative booklet cites the happy results obtained by dozens of users, results typical of the experiences of thousands of others on a wide variety of skins.

What Endocreme has done for others it may well do for you.

PLEASE NOTE CAREFULLY:

If your favorite store is sold out of Endocreme or has not yet provided it for you, send us your order for your first jar, sufficient for 30 days' use, together with $3.50. Address ENDOCREME, 551 Fifth Avenue, Department H51, New York City. Your jar, with full directions for use, will be sent promptly *post-free,* together with your copy of "What Users Think of Endocreme." We would appreciate your writing also the name of your dealer.

*Trade Mark

Each Jar is Sufficient for 30 Days' Use

Chatham's "Snowhite" blanket—magically made of rayon, wool and cotton. Packed in the Red Rose closet box, covered in smart, washable glazed chintz. About $9. complete.

Luxurious—but practicall Quilted satin closet boxes containing a lovely all-wool blanket of Chatham's very finest quality. In wine, ivory, or royal. About $19. complete.

For mild protection on suddenly-cool summer nights—Chatham summer blankets—a light-weight quality in six exquisite pastel colors and white. Two in a box, about $3. each.

WARMTH *with beauty? You'll find Chatham all-wool blankets in the smart gold box—from $11. to $14. And most important—every Chatham blanket is labeled with complete facts—so that you can buy by quality and save money, time and worry. As a thoughtful gift for a bride, or for every bedroom in your own home, why not look at these honestly-labeled Chatham Blankets? They're at good stores everywhere, now. Chatham Manufacturing Company, Elkin, North Carolina.*

THE AMERICAN STANDARD FOR BEDTIME COMFORT IS A CHATHAM BLANKET

CHATHAM IS DOING ITS PART IN THE NATIONAL DEFENSE PROGRAM

There's Something in the air!

CADILLAC FOR 1941 with Body by Fisher, interior by Fleetwood, makes fine-car luxuries more widely available. For instance, the moderately-priced Cadillac Series Sixty-one sedan has a front seat five feet wide; the finest Bedford cord or Broadcloth upholstery; foam rubber seat pads; a dome light that flashes on automatically when you open any of the doors. And remember:

Only the New 1941 Body by Fisher Has All These Features: New "Flair-flow" streamlining with slanted windshield; double-curved back window. Doors hinged at front for greater safety. Crank-controlled Fisher No Draft Ventilation. Planned Vision with stronger, clearer Safety *Plate* Glass all around.

THESE bright spring days inspire many an invitation to go places. And what extra incentives there are, when you have a car with Body by Fisher! The extra comfort awaiting you in its wider, roomier interior! The extra smart impression its sleek new styling makes! The extra security you get from its newly reenforced Unisteel Turret Top construction! It's these "extras" motorists have in mind when they say, "Body by Fisher is '41's guide to better value"—which leads you, of course, to a General Motors car.

UNISTEEL TURRET TOP

GM GENERAL MOTORS

BODY BY Fisher

ON GENERAL MOTORS CARS ONLY: CHEVROLET · PONTIAC · OLDSMOBILE · BUICK · CADILLAC

Piquant with Polka Dots—Dashing White Haberdashers in Celanese* Beachanese,* a Cool Rayon

As surely as a white sail on a sunny sea, our white Haberdashers are harbingers of halcyon Summer days! Tailored with a dash that would catch a yachtsman's eye, they're trimmed with royal, red, or green polka dots to emphasize the cool whiteness of lovely Celanese Beachanese. Despite the graciously soft drape of this wondrous new rayon fabric, it is resistant to wrinkles. *Left:* a Haberdasher edged with polka dots, $29.95. *Right:* Haberdasher coat-dress with polka dot belt and collar, $29.95. Matching: the polka dot turban, $7.50; polka dot bag, $5.95.

Peck+Peck

*Reg. U. S. Pat. Off.

NEW YORK • BOSTON • WELLESLEY • PHILADELPHIA • CHICAGO • CLEVELAND • DETROIT • MINNEAPOLIS • ST. LOUIS

VOGUE'S TRAVELOG

a directory of fine hotels and resorts

If you want further information about any of the hotels or resorts listed in these columns, write to Vogue's Travelog, 420 Lexington Ave., New York City.

MAY MERRY-GO-ROUND

IF perchance you've been wondering what's going on where during the month of May, perhaps the items below will help you out. We'll do our best to keep you posted in every forthcoming issue. For a starter we suggest the following:

MAY 13—Virginia Beach, Va. Annual Women's Tidewater Golf Tournament, played over the Championship Course at the Cavalier Country Club.

MAY 15—Virginia Beach, Va. The Princess Anne Garden Club's Rose Show at the Cavalier Hotel.

MAY 24—Atlantic City, N. J. Fourth Annual Horse Show of Boots and Spurs Riding Club.

MAY 31—Madison, N. J. The famed Morris and Essex Kennel Club Dog Show, held at the Giralda Farms.

ARIZONA

TUCSON

Santa Rita Hotel. 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo. Golf. Nick Hall, Mgr.

ARKANSAS

HOT SPRINGS NATIONAL PARK

Arlington Hotel and Baths

One of the South's finest resort hotels: exceptional Bath House facilities. Curative hot waters owned and recommended by U. S. Gov't for arthritis, high blood pressure, heart ailments, etc. 3 Golf courses, riding horses, forest trails, pine-laden air, genial climate. Excellent cuisine. Social calendar. For folder, tariffs and reservations, address W. E. Chester, President and General Manager.

CALIFORNIA

LAKE TAHOE

Brockway Hot Springs. High Sierras. Lake front Hotel and Bungalows. Famous cuisine. All sports. Own Golf Course. Amer. Plan. H. O. Comstock, Mgr.

Tahoe Tavern. High Sierras. All outdoor sports. Grass golf course. 225 rooms. Fine food. American Plan. Opens June 26th. Address Box D for folder.

COLORADO

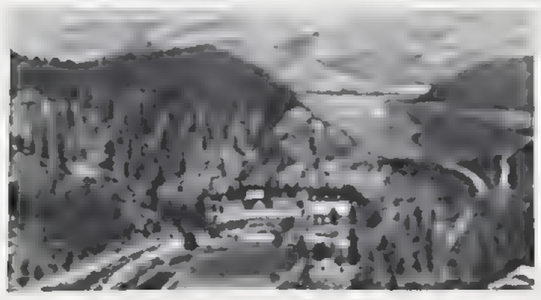
BROOK FOREST

Brook Forest Inn. A Swiss Chalet at 8,000 feet altitude. Saddle horses. 400 acres private park. Excellent food. Write for folder. Edwin F. Welz, owner.

COLORADO SPRINGS

Broadmoor Hotel—in shadow of Pike's Peak, sports and social center of the Rockies. Metropolitan luxury, smart entertainment. Brochure on request.

EVERGREEN



Troutdale-in-the-Pines

Luxurious 140-room hotel and 35 rustic cabins in the heart of cool, colorful Rockies —7500-ft. altitude—30 miles from Denver. Where exhilarating, healthful mountain air and scenic wonders afford a perfect setting for every type of recreation and rest. All sports. Finest cuisine. American plan only—from $6 to $15 per day. Advance reservations advisable. Season opens June 14.

ROCKY MT. NATIONAL PARK—ESTES PARK

Stanley Hotel—Luxurious resort in heart of Rockies. Riding, fishing, golf, swimming, music, dancing. Renowned cuisine. Write for illustrated booklet.

CONNECTICUT

OLD LYME

Boxwood Manor. Lovely gardens surround house & cottages. All sports, private ocean beach. 3 hrs. from N. Y. or Boston. Moderate rates. May 15—Oct. 15.

DISTRICT OF COLUMBIA

WASHINGTON

The Dodge Hotel. On Capitol Hill opposite Union Station Plaza. Renowned cuisine. No tipping. Single from $2.50, double from $4.50. H. B. Williams, Mgr.

Hotel Raleigh. Washington's most popular and distinguished Hotel, on famous Pennsylvania Avenue. Reasonable rates. Write C. C. Schiffeler, General Mgr.

MAINE

BAY VIEW—SACO

Bay View House. Directly on seashore where a 7-mile sand beach meets the pines. Golf, tennis, shuffleboard. Selected Clientele.

MARTIN POINT—FRIENDSHIP

Mayflower Inn on the Sea. Maine's outstanding summering place. Unequalled natural scenic location, directly on water. Restricted. Write for Brochure.

MOOSEHEAD LAKE—GREENVILLE JUNCTION

Squaw Mountain Inn. Private, sporty golf course. Fishing, swimming, boating. Tennis, archery, hiking. Select clientele. No Hay Fever. Phil Sheridan, Mgr.

MOOSEHEAD LAKE—WEST OUTLET

MacKenzie's. Overlooking Lake and Mountains. Log cabins for families. Delicious meals. Central Dining Room. $5 to $7. Restricted. Frank A. MacKenzie.

MAINE

NORTHEAST HARBOR

Rock End Hotel. Exclusive resort hotel at seashore. On beautiful Mt. Desert Island. Golf, tennis, swimming, boating, riding, hiking. June 28 to Sept. 15.

OGUNQUIT

Sparhawk Hall. At salt water's edge. Sandy beach. Sports. Summer theatre. N. Y. Rep.: L. S. Law, 500 Fifth Ave. or any "Ask Mr. Foster" office.

MARYLAND

BALTIMORE

The Belvedere. Acknowledged Baltimore's best by discriminating guests. Spacious, modern rooms, superb food and service. Ideally located. Rates from $3.50.

SHERWOOD FOREST

Sherwood Forest Hotel & Cottages. Near Washington and Baltimore. Restricted clientele. Salt water bathing, two golf courses, activities. W. E. Murray, Mgr.

MASSACHUSETTS

BOSTON

The Copley-Plaza

Situated in historic Copley Square which provides a hotel setting as distinguished as any in the world. Nearest hotel to Back Bay and Huntington Avenue Railroad Stations. Easily accessible to fine shops and theatres. This hotel is convenient to the residential and business sections. Rooms with bath $4 single—$6 double. Illustrated folder on request. Arthur L. Race, Mng. Dir.

CAPE COD—OSTERVILLE

Oyster Harbors Club. 2½ hours from Boston. Donald Ross Golf Course, tennis, riding, yachting. Pine-sheltered beaches (70° salt water). G. W. Wannop, Mgr.

EAST NORTHFIELD

The Northfield. In heart of New England vacationland. Golf, recreational delights. 250-acre estate. Atmosphere of serenity. Traditional N.E. hospitality.

NANTUCKET ISLAND

Thirty Miles at Sea—Have you been to Nantucket recently? For free Booklet, write Nantucket Publicity Bureau, Dept. V., Nantucket Island, Mass.

Vacation Minded? Vacation planning is not a "hit or miss" proposition. Careful study of Vogue's Travelog is your answer to a perfect vacation.

MASSACHUSETTS

NANTUCKET ISLAND—SIASCONSET

Beach House. In rose-covered Siasconset. Modernly equipped 100 room hotel. Direct ocean view. Wide stretch of moors. Outdoor sports. Private Beach.

SWAMPSCOTT

New Ocean House on the picturesque North Shore. Seaside and country environment. Open May to October. Booklet. Clement Kennedy, President.

MISSISSIPPI

PASS CHRISTIAN

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Quiet, exclusive. Near New Orleans.

MISSOURI

KANSAS CITY

Bellerive Hotel. Armour Blvd. at Warwick. Quiet, refined home atmosphere. Famous Coral Room, French Cuisine. Garage. Trans. or Perm. Wire for reservations.

NEW HAMPSHIRE

HANOVER

The Hanover Inn at Dartmouth College. Open all year. Booklet. Ford & Peggy Sayre, Managers. Robt. F. Warner, New York Rep. Tel. BRyant 9-6348.

PORTSMOUTH

The Wentworth By-the-Sea

A delightful summer home, late June to early September. Old in its hospitable charm; modern in its appointments. Privately owned facilities for entertaining relaxation. Golf, tennis, ocean swimming pool, etc. Write for illustrated folder, complete information and rates. Or inquire Ask Mr. Foster Travel Service

WHITE MOUNTAINS—CRAWFORD NOTCH

Crawford House. Private lake and golf course, tournament tennis courts, riding. Best of food & accommodations. Write for rates and folder.

WHITE MOUNTAINS—SUGAR HILL

Hotel Lookoff. "The House with the View." 100 rooms—Reasonable Rates—Elevator—Orchestra—Free. Golf. No hay fever. Restricted. July 1—Oct. 1. Bklt.

NEW HAMPSHIRE

WHITE MOUNTAINS—SUGAR HILL

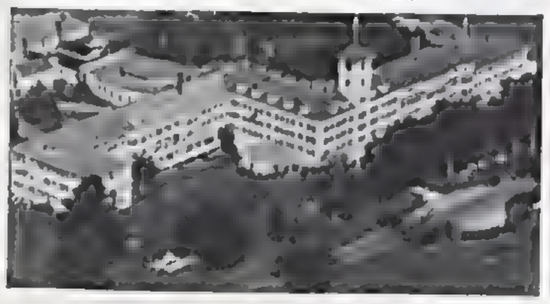
Sunset Hill House. A real summer home for family or individual. Golf free to guests. Tennis, riding, orchestra. Private cottages. Restricted Clientele. Bklt.

WHITE MOUNTAINS—BRETTON WOODS

The Mount Washington

Located on 10,000-acre private estate at foot of Presidential Range. Elevation 1600 feet. No hay fever. Golf—tennis—fishing—riding. Outdoor pool and sun beach. Terrace luncheons. The Moon Room, smart night club. Latest motion pictures. Famous American Plan cuisine. Personal direction R. Foster Reynolds, owner. Restricted clientele. Open July through September.

WHITE MOUNTAINS—WHITEFIELD



The Mountain View House

Like a Great Country House on a Private Estate commanding an Unusually Lovely and Extensive View. Outstanding Food and an Equipment and Service that has always attracted a Distinguished Patronage. All Outdoor Sports. An Attractive and Complete Clubhouse on Grounds. Accommodates 275. Rates $8. to $12. per Day American Plan. Season June 15-Oct. 15. W. F. Dodge & Son.

NEW JERSEY

ATLANTIC CITY

Marlborough-Blenheim. Make your home here during the delightful Spring days by the sea. Booklet. Josiah White & Sons Company.

NEW MEXICO

SANTA FE

Santa Fe Inn. In the cool foothills overlooking historic Santa Fe. Motor trips to Indian Country. Riding. Tennis. American Plan. Albert Miller, Mgr.

NEW YORK

LAKE CHAMPLAIN—ESSEX

Crater Club. Furnished cottages with baths, open fires, meals at Club. Sailing, bathing, tennis; golf. References required. Literature. Koert D. Burnham.

NEW YORK CITY

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12. up. Daily $2.50. Bklt. "V".

Barbizon-Plaza. New skyscraper hotel overlooking Central Park at 6th Ave. Rooms from $3. single; $5. double. Continental breakfast included. Bklt. "VM".

The Beekman, Park Ave. at 63rd. Everything a critical clientele desires, refined atmosphere, a smart address and the utmost in personal services.

Beekman Tower—49th St. at East River Drive. Overlooking River. Smart location. 400 outside rooms. Near shops, theatres, business. $2.50 daily. Booklet "V".

Beverly Hotel. 125 East 50th. Just East of Radio City. Large rooms and closets. Serving pantries. Single $4, double $6, suites from $8. PLaza 3-2700.

The Buckingham, 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from $7 a day. Walk to Central Pk., Radio City, Times Sq.

The Grosvenor, on Convenient Lower Fifth Avenue, at Tenth Street—A Distinctive Hotel of Quiet Charm. 300 rooms. Single from $3.50. Twin beds from $5.

NEW YORK CITY

The Savoy-Plaza

When you step into the Savoy-Plaza overlooking Central Park you enter a friendly new world providing every luxury and service to make your visit to New York most enjoyable. Fine Shops, Theatres and Subway nearby. Henry A. Rost, Managing Director. George Suter, Resident Manager, 5th Avenue, 58th to 59th Streets.

NEW YORK

NEW YORK CITY

Henry Hudson Hotel. 353 W. 57th St. 1200 rooms with bath. Daily $2.50 up. Weekly $12.00 up. Booklet "VM". John Paul Stack, General Manager.

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries, Radio City. Refined surroundings. $4. single; $5.50 double; Suites $8.

Sherry Netherland. Fifth Ave. at 59th Street, "Where the Park Begins." Gracious living, famed cuisine. From $7 single, $9 double, $15 suites.

PENNSYLVANIA

EAGLES MERE

Crestmont Inn, superbly situated on Lake of Eagles (2200 ft. alt.). Golf, tennis, water sports. Distinguished clientele. Folder AH. William Woods, Prop.

HERSHEY

Hotel Hershey. One of America's finest. Magnificent setting. Open year around. European & American plan. 4 Golf Courses. All outdoor sports.

PHILADELPHIA

Bellevue-Stratford—"One of the Few World Famous Hotels in America." Moderate rates. Claude H. Bennett, General Manager.

POCONO MOUNTAINS—SKYTOP

Skytop Club—Socially restricted Mountain Resort, 105 miles from N. Y. For Information Non-Members may address Skytop Club, Skytop, Penna.

VERMONT

AVERILL LAKES

Quimby's Cold Spring Club. Distinctive and satisfying for family vacationing. Salmon and trout. Lakes and streams. Excellent stable. Instruction. Guides.

GREEN MOUNTAINS

Official illustrated vacation book, "Unspoiled Vermont", free; also describes other State publications. Publicity Service, 42 State House, Montpelier, Vt.

LAKE CHAMPLAIN—BASIN HARBOR

Basin Harbor Hotels & Cottages. Delightful estate. All sports. Social program. Restricted. Literature: A. P. Beach, host. N. Y. C. Call MU 6-9200 (Rm. 575).

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Bonnie Oaks Inn and Bungalows. All sports. 75 rooms with baths, fireplaces. Baby Oaks, supervised play. May-Dec. Folders. Dr. & Mrs. E. H. Page.

Lake Morey Inn and Bungalows. 100 rooms, 75 with private bath. Restricted clientele. Our own 18-hole golf course. All sports. Booklet. W. P. Lyle.

VIRGINIA

VIRGINIA BEACH

Cavalier Hotel & Beach Club. Open all year. 2 golf courses, tennis, riding, fishing, private beach. Roland Eaton, Mgr. Dir. Write for Booklet "W".

WILLIAMSBURG

Williamsburg Inn & Lodge—Visit the restoration of Colonial Williamsburg. Choice rooms—Moderate rates. Fine food. N. Y. Office, 630 5th Ave. CI 6-8896.

DUDE RANCHES

For you who like the sagebrush and the open spaces.

MONTANA

LIVINGSTON

Sixty-Three Ranch is an operating stock ranch. Riding, branding, rodeos, pack trips, fishing, swimming. Folder. P. E. Christensen.

NEVADA

LAKE TAHOE

Glenbrook Inn and Ranch. On most famous lake in West. Excellent golf, ranch, lake and mountain sports. One hour west of Reno on U. S. Route 50.

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LAS VEGAS

Rancho de Dias Alegres. In Rocky Mts. Cool summer climate. Elevation 7400 feet. Enjoy New Mexico this summer. Booklet. Frank J. Teague.

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Gallagher Ranch. Vast, historic cattle ranch open year 'round. Ride, rest, recreate. Excellent meals. Completely modern. Central heating. Restricted.

WYOMING

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Trapper Lodge. Operating ranch in beautiful Big Horn Mts. Modern accommodations for 30. Fishing, pack trips. Ranch grown food. C. D. Goodwin, Mgr.

VALLEY

Valley & A2Z Ranches. Private Cabins, Families & young people. Fishing. Summer Pack trips. Larry Larom, 346 Mad. Av. (7th Fl.) N.Y. or Valley, Wyo.

CANADA

SKOOKUMCHUCK—BRITISH COLUMBIA

S Half Diamond—operating ranch bet. Glacier & Banff. Fine horses, beautiful lake. Range & mt. trails, pack trips. Modern. Great Northern to Eureka. Bklt.

Weather-Wise

HABITMAKER

with

'Free Action Sleeves'

A classic wear-everywhere dress in Oxford crepe of Celanese* rayon and silk. Has a beautifully gored skirt and a perfectly matched wool jersey jacket. Made with "Free Action Sleeves." Footlight yellow, ingenue pink, ballet blue. 35.00

*Reg. U. S. Pat. Off.

For booklet of Habitmaker styles and names of stores featuring them, write ADLER & ADLER, Inc., 550 Seventh Ave., N. Y. C., Dept. V-2

"You're only young Twice"

Once when you're young in years, and again when you catch the spirit of youth. A stay at Saratoga Spa's Gideon Putnam is the best means of holding that spirit this Spring. It is only minutes away from the magnificent Roosevelt Baths. The Cures alleviate nerve weariness, as well as chronic ills. The whole atmosphere is one of calm and freedom from worry. Thoughtful, subtle hotel service . . . beautiful rooms with sleep-inducing beds . . . food without equal in goodness. Golf . . . riding . . . walking in the woods . . . swimming in the baths . . . basking in the sun . . . you just can't help recapturing your youth at the Gideon Putnam. Spring rates on request.

AT SARATOGA SPA New York State Owned and Operated

For Booklet on Cures in Wide Variety, write Saratoga Spa, 602 Saratoga Springs, New York.

THE GIDEON PUTNAM

Privately Operated—E. C. Sweeny, Lessee

SARATOGA SPRINGS, NEW YORK

Sun Valley

IDAHO

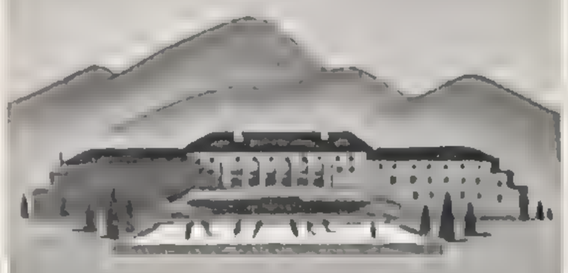
ICE SKATING OUTDOORS

—on a spacious, artificial ice-rink is just one of many Sun Valley attractions. Expert instruction provided for figure skaters and beginners.

In addition to skating, tennis, swimming, golf, riding and other healthful activities, there is the scenic ski-lift ride to the summit of lofty Baldy Mountain. The climate is ideal and the air remarkably free from pollen—a boon to those afflicted with hay fever or asthma.

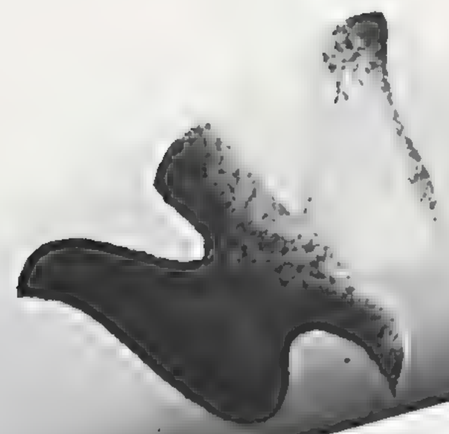
Smart Sun Valley Lodge and unique Challenger Inn offer a wide variety of splendid accommodations. For reservations and information, write—

W. P. ROGERS, General Manager
Sun Valley, Idaho



LIKE A SEASIDE RANCH IN THE MOUNTAINS

Coming next—VOGUE'S SUMMER DIRECTORY

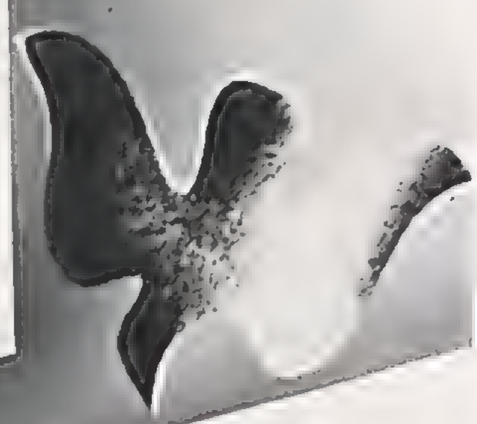


There'll be some changes made . . .

There'll be a change in the weather—and a definite change in you! You're due for at least five major shifts in your summer wardrobe. You'll sheathe your legs in new colours. You'll wear your dinner skirt at a new level. You'll re-align your silhouette . . . go in for "protective coloration" on the beach . . . combine fabulous extremes in your new hat. And you'll read all about it in June 1st Vogue.

Around America in June 1st Vogue . . .

Cross the continent on "U. S. Highway", with Ward Morehouse and Vogue's photographers as your guides. Fly to Canada for scenery on the grand scale. Drop south of the border for a glimpse of Mexico City. Settle down on Cape Cod, for a genuine summer-in-the-country—Robert Nathan will tell you about it. But before you buy your ticket, see America in June 1st Vogue.



Where to go

What to wear

What to do

What to pay

As for practical details . . .

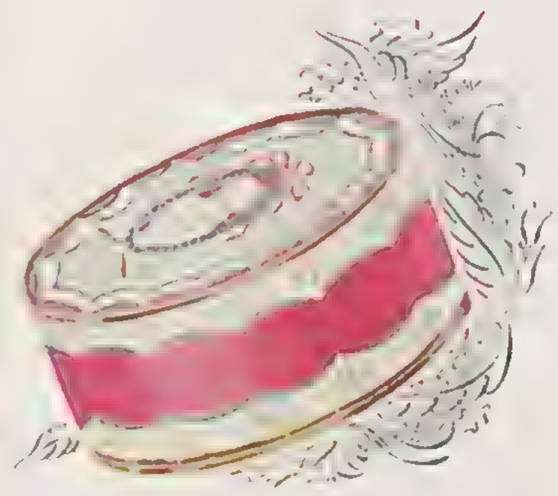
There's more to a successful vacation than just deciding where to go. You need to know where to stay . . . what to do and see . . . what clothes to take along . . . how to budget expenditures. For all of these questions, June 1st Vogue provides answers to suit your taste and purse. Like every Vogue issue, it's a time-and-money-saving investment that will pay for itself a hundred times over.

June 1st VOGUE . . . on sale May 23rd (east) . . . June 3rd (west) . . . 35¢

LET YOUR BEAUTY FLOWER THIS SPRING . . .

Radiantly Alive

Accessories by Bergdorf Goodman. Beauty by Du Barry



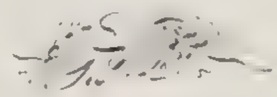
Du Barry Powders, tinted to play up the warm tones of your skin. The creamy gold of Champagne Beige; the rose glow of Special Rachel; the sunlit warmth of Honey Beige. You'll like the way they cling without coating. Large size, **2.00**

Du Barry Emblem Red Lipstick, a brave, spirited red. The frank touch of artifice that spices up the fresh natural look of beauty, spring 1941. Satin smooth, delightfully long lasting. **1.00**

Du Barry Emblem Red Rouge, for the quick flush of youth. A whispering echo of your lipstick tone; vital, radiant. Cream or Compact Rouge, each **1.00**

LET Du Barry awaken fresh loveliness in your face. Here are powders so warmly tinted that they seem to glow from within; so finely textured that they lie light as mist on your skin. Choose from our spring powder palette of delicate beige shades with a hint of radiant sunlight in their golden undertones.

Here are powders that blend with the femininity of spring fashions . . . with tender pastels, posy prints, flower hats. In a season when fashions are designed to please men, Du Barry brings you the natural beauty men admire . . . lady, you'll go far this spring!



As a prelude to this new beauty, keep your skin petal-soft with Du Barry creams and lotions. Ask the Du Barry beauty advisor at any better cosmetic counter to tell you how to use them the more effective "Beauty-Angle" way.

Du Barry BEAUTY PREPARATIONS

By Richard Hudnut . . . Featured in the Hudnut Du Barry *Salon, 693 Fifth Avenue . . . and at better cosmetic counters*

Choose your starring role in the

RED CROSS SHOE SUMMER THEATER

of Whites

THE season's largest, loveliest, most enchanting array of whites now has the stage at all Red Cross Shoe dealers. Cool, breezy, breath-taking whites that will make you look and feel like a romantic heroine in every summer scene. Visit your nearest dealer . . . attend the exciting premiere of this Red Cross Shoe Summer Theater of Whites. The United States Shoe Corporation, Cincinnati, Ohio.

SCENE I . . . THE MARKET PLACE which finds you co-starred with The Whitbey, Exerciser No. 2, or The Arden, all designed to make your active feet ready for an encore, even after a strenuous shopping tour.

SCENE II . . . THE COUNTRY CLUB . . . your favorite summer resort, or where will you have your youth and action? You'll play your part with extra dash and smartness in the saucy, sportive Ramona, Rodeo, or Rogue.

SCENE III . . . AT THE BRIDGE TABLE . . . where you'll steal the show with your cool flower-fresh beauty as you make your entry in such summer loveliness as the Cadet, Orianna, Stroller, or Caress.

SCENE IV . . . GAY DINNER IN TOWN with you looking your loveliest, and completely captivating your audience with your vivacious young step in such enchanting young Red Cross Shoes as the Plaza, Damita, or Heather.

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CAST OF CHARACTERS:
A. The DAMITA
B. The ARDEN
C. The STROLLER
D. The HEATHER
E. The PLAZA
F. The CADET
G. The EXERCISER
H. The CARESS
I. The ORIANNA
J. The WHITBEY
K. The RAMONA
L. The RODEO
M. The ROGUE
GOLDEN ANNIVERSARY 1891-1941
THE UNITED STATES SHOE CORP. CINTI. U.S.A.
RED CROSS SHOE
The greatest Red Cross Shoe values in 50 years
Red Cross Shoes
$6.50
Denver West, $6.85
A BEAUTY TREATMENT FOR YOUR FEET

"It's really as thrilling as flying a plane to drive my Skyway Series Studebaker," says

MRS. *Lawrence Copley Thaw*

Noted big game hunter and explorer

Mrs. Thaw is pictured here with Ayatou I, the Sultan of Garoua, Cameroons

MRS. THAW says there's more than a suggestion of the effortless power and sure-footed tread of a lordly jungle creature in the clean-lined symmetry of her distinctive Studebaker.

Like thousands of other critical motorists, Mrs. Thaw delights in the gliding, air-borne feeling that's characteristic of the performance of this Studebaker Skyway Series.

The good taste of Studebaker exterior design is effectively complemented by finely tailored upholstery and smart interior fittings. Brilliant engineering assures remarkable gas economy—and Studebaker's exceptionally painstaking craftsmanship keeps mechanical upkeep costs very low.

You are missing modern motoring in its finest form, if you haven't yet driven a Studebaker. Arrange to do so, now, with your local Studebaker dealer. C.I.T. terms, if desired.

IN THE WILDS OF AFRICA OR ON PARK AVENUE

The gracious charm and boundless enthusiasm of Mrs. Lawrence Copley Thaw never vary—at home or on safari. Accompanying her well known husband on numerous expeditions into Africa, she has but recently returned from a year's trek from Paris to India overland. The color motion pictures of the Thaw Asiatic expedition are treasured historical documents. Selected still pictures have been featured in Life and National Geographic.

Distinctively smart new

Studebaker

PRICES BEGIN AT *$695* FOR A CHAMPION COUPE

CHAMPION	$ 695 and up
COMMANDER	$ 965 and up
PRESIDENT	$1115 and up

These are delivered prices at factory, South Bend, Ind., as of April 1, 1941—subject to change without notice—Federal tax included.

Illustrated: Skyway Series President Eight Land Cruiser, $1235 delivered at factory

LUCIEN LELONG

Tailspin Perfume leads to a Heartspin

Tailspin

PERFUME

ALL OCCASION BASKETS

ALICE H. MARKS famed baskets filled with luscious goodies for the traveler, hostess and convalescent. $5.50 up; packages $3.50 up. Fascinating gifts for all occasions. Mail & 'phone orders filled. 6 E. 52 St., N. Y. PL 3-7282

BAGS

A. L. WORKMAN—An old established firm, well skilled in making fine leather, brocade and silk bags. Needlepoint, petit points mounted. Large assortment of frames. Expert relining, repairing. Rm. 803, 424 Madison Ave., N.Y.

BEAUTY CULTURE

LOOK YEARS YOUNGER. JOANN COLLINS' nonsurgical face and neck treatments correct wrinkles, eye-lines, firm contour. See Miss Collins for blemishes. Freckles corrected. Advice free. 200 W. 58th St., N.Y.C. CI 7-1528

A BEAUTIFUL SKIN IN 5 DAYS—Helps Correct Blemishes, Crepy Necks, Wrinkles, Scars. Non-Surgical. Results Assured. Free Consultation. Established 1929. Helene Adair, 20 East 53rd St., N. Y. Phone PLaza 3-2489

CLARA REISNER—Expert cosmetologist removes 1000 hairs in one treatment with her modern, improved hair removal method. Legs & arms cleaned in few months. Foreheads shaped and raised. 505 5th Ave. VA 6-1628

BANISH FROWNS. Place a Hollywood Wing over the offending lines, while sleeping. It's fun to see how fast they work. Sold at better Cosmetic Counters or write Wings Products Co., Inc., 10 West State Street, Trenton, N. J.

A REAL BEAUTY TREAT! Creme de Mint Mask. Cool & delightful as fresh mint! 15 min. application will make your face tingle with freshness and radiance. $1 postpaid. The Eldore Co., 299 Madison Ave., N. Y. VA. 6-1174

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NATALIE, INC. & NATALIE GROWN-UP are showing new spring models for mother and daughter, exclusive party frocks for children. Road exhibit visiting in the south and middle west. 108 East 57 St., N.Y.C. PLaza 3-4908

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"CANADA'S most talked about gift shop." America's largest retail selection at lowest prices of open stock English Bone China. New Dinnerware booklet will gladly be sent on request. Herbert S. Mills, Hamilton, Canada

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YOUR WINTER WARDROBE AND HOUSE furnishings need Phil Cooper's care and skill to keep them fresh, bright and safe the summer through. Free summer storage. Phone LO 5-3237. Stores throughout New York City

SPOTS BEFORE YOUR EYES? Dry Cleaning with no odor, shrinkage, or fading—Artclene way. Hand finishing of fine silks, evening gowns, pleats, suits, knit-wear. Mail orders. Artclene, Inc., 1039 Madison, N. Y. BU 8-0995

CORSETS

MISS ELEANOR, INC. Modern art in corsetry. Your figure molded to the lines of fashion—and with complete comfort. Exquisite materials and workmanship. Moderate prices. 4 East 53rd St., New York. PLaza 3-4962

COSMETICS

SALLYE HARMER Individualized Cosmetics, those really exquisite ones, are made fresh every day in our own spotless laboratories. There's no extra cost! You order them in your home, from our representative, or at your favorite cosmetic studio. Write Sallye Harmer, Lansdowne, Pa. for agency nearest you or in south, A. F. Blanchard, 946 W. Grace St., Richmond, Virginia; west, B. J. MacCulloch, 117 E. 4th, Little Rock, Ark.

CUSTOM SHOE REMODELING

B. NELSON, INC.—Lengthen short shoes (not by stretching)—widen; re-fit; handsole your shoes over their original style last. Redye any color. Suede changed to leather. Mail orders expertly handled. 10 E. 39 St., N. Y.

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NOBLEST OF THE GREAT TEAS OF THE world is Five Dynasty—a subtle and smoky Lapsang Souchong of superlative grade. The pound, $8; 3 oz. tin, $2. China-International Exports, 735 Stockton St., San Francisco

COOKIEGRAM—An order to send homemade cookies. Made different each month appropriate to season or individual. $6 a yr. for 12 small boxes. $12 a yr. for larger boxes. (Postage additional). "Pig & Whistle", Arden, Del.

DELICACIES (Cont'd)

CALIFORNIA DELICACIES—Brandied Dates, Prunes in Rum, Baked Oranges in Grenadine. Send 35c stating delicacy desired, jar sent postpaid. Send for our Catalog. Fox Shoppe, 438 El Camino, Redwood City, California

DOMESTIC EMPLOYEES

HOUSEHOLD PROBLEMS need not disturb you. For the opening of your country house, the engaging of your staff, or the planning of parties, call Miss Brinkley's Placement Agency, 1 West 47th St., N. Y., BR 9-5840

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SIZES 42 TO 50. California Shop specializes in large & half sizes, $7.98 to $19.98. Mail orders. State size, description of styles & materials to be sent you. We have hats also. Marie Frances, 2383 Telegraph Ave., Berkeley, Calif.

DRESSMAKING

IT WAS FUN buying your clothes in the busy shop. Let our expert staff fit them in the comfort of your home. Whether it is designing for your personality or remodeling, call or write. Mme. Jane, 981 Madison Ave., N. Y. RH 4-1600

ANNE GEMERD. Expert dressmaker, tailor, and furrier, solves all wardrobe problems—remodeling, repairing, cleaning and storage. Meticulous workmanship and perfect fit guaranteed. 30 E. 62, N. Y. C. RH 4-9339

GENEVIEVE KAYE, Dressmaker specializes now in Alteration, Repair & Upkeep work of fine wardrobes, in trend with the times, when women's wear is mostly bought ready made. Prompt, reasonable. 231 E. 53rd St. EL 5-1872

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MULTIPLE ELECTROLYSIS—Mary Elizabeth Scollan. Personal Service only. Write for Free booklet. Address 1 West 34th St., near 5th Avenue, Room 709, New York City. Telephone WIsconsin 7-7889 for appointment

BEAUTY WITH SAFETY. Hair permanently removed by electrolysis. Expert personal attention, by skilled & careful hands. Consultation, Booklet Free. Edna Grimes, 607 Fifth Avenue, at 49th Street, N. Y. PLaza 3-7411

SUPERFLUOUS HAIR—200 to 600 removed per hour—safely, painlessly, permanently. Regrowth impossible. Careful work by experts. Doctors recommend Adele Mulligan. 23rd year at 347 Fifth Avenue, New York. AS 4-6645

MRS. D. DURANT, Multiple Electrolysis. Superfluous hair removed permanently, safely. Improved method. Endorsed by skin specialists. Personal service, 15th year. Free consultation. 507 5th Ave., N. Y. MU 2-3314

SAMUEL P. GILMORE—Established over 40 years in New York. Superfluous Hair and Facial Blemishes satisfactorily & safely removed. Recommended by leading physicians. Consultation free. 104 E. 40th St., N. Y. CA 5-2219

MARION BARRETT—REG. NURSE offers a new method of electrolysis by coagulation. Absolutely safe, painless, and permanent; leaves skin soft and normal. Demonstration offer. 17 E. 42nd St., N. Y. Room 616. MU 2-1714

BOUQUETS FOR BEAUTY. NO WEEDS! Superfluous hair mars feminine charm. Eliminate it at the root with the successful treatments of Mme. Piore, New York & L. I. 200 W. 72 St., ENdicott 2-3156 & HEmpstead 2523

PRANA HOUSE OF BEAUTY—Now introduces a new way to Remove Unwanted Hair Permanently. Free mirror Test Demonstration. Results approved by Physicians. See DaVid, 8 E. 56th St. PLaza 8-2511—EL 5-8800

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LOUISE LLEWELLYN—Numerologist and Astrologer. Your present events $2. Detailed forecast of your next twelve months $10. Send name at birth and birth date with check. 147 N. Stanley Drive, Beverly Hills, California

HESTER PEABODY . . . NUMEROLOGIST solves your problems by an original, individual reading and immediate forecast. Send your name at birth, birth date and $2. Ask questions. 451 Marlboro Street, Boston, Mass.

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LUCILLE BROWN, INC. Presents flowers with drama. Individual corsages. Cellophane packaging. Special baby baskets; unusual vases. Spring bouquet in clever holder, $2.50. Mail orders. 135 East 56 St., N. Y. PL 8-2090

FURNITURE CLEANER

BANISH upholstery spots with Renofab! Hundreds of home uses for Renofab Cleaner. Guaranteed to remove oil stains, gum, dirt. Non-inflammable, odorless. $1.50 qt.; $2.25 half-gal. Renofab Products Co., 305 E. 63, N. Y.

Vogue's ADDRESS *of shops*

If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City, and we will try to find it for you.

THE ZODIAC SAYS. For charmers who believe that it's all written in the stars, Marguerite Navals, 7 East Forty-Eighth Street, has a new and amusing beauty preparation. It's an all-purpose cream, prepared with special herbs that are supposedly in tune with your personality—with your sign of the Zodiac.

Each cream comes in a jar of a different colour, and with a different perfume, as decreed by the stars. Madame Navals claims that seventy-five per cent. of the women who sniff the various perfumes pick the one that goes with their "high sign." We were pretty proud not to falter or fail in this sensitivity test—we picked our own Capricorn jar as befits our January date. These Zodiac beauty creams cost $3.50 a jar.

YOUR CORSET. Nina Fay, on the fourth floor of 16 East Fiftieth Street, is a little shop that turns out the kind of corset you used to get from your favourite corsetière in Paris—and for equally reasonable prices. Everything is made to order, and two fittings are required, but, as you probably know, the effort well repays you. The corsets are priced around $15. They are designed to help solve your figure problems (with emphasis on correct posture) and are beautifully made.

P. S. Nina Fay will service her corsets—replace missing supporters and make minor repairs—free of charge.

FURS

STORE YOUR FURS safely against every hazard with Molot, formerly with Bergdorf Goodman Fur Corp. Minimum charge $2.50 on $150 valuation. Low rates for restyling. Molot, 21 E. 56 St., N.Y.C. WIckersham 2-6261

RICHARD KOPPEN, formerly with Gunther's, re-designs, remodels, repairs and relines your furs at reasonable prices. Also showing latest models in fine furs. Skilled workmanship. 17 West 45th St., New York. BRyant 9-3368

FINE FURS DESERVE SUMMER CARE! Restyle your fur coat now! Or order a new one for next season! All patterns individually designed. Workmanship guaranteed. David Kaufman & Son, 208 W. 30, N. Y. LA 4-8734

FURS REMODELED

NEXT SEASON'S MODE FOR OLD FURS Give your old fur coat a new lease on life. $25 for this splendid remodeling service; includes restyling, repairing, refitting, cleaning, glazing, seam reinforcing, new silk lining, loops, buttons; 2 years' guarantee, 3 years' storage. Additional fur if needed supplied at lowest cost. Tel. LAckawanna 4-6788 for a bonded messenger. Harry Jay Treu, Inc., 147 W. 35th St., 18th fl., opp. 35 St. side of Macy's, N.Y.C.

GIFTS

ORREFORS CRYSTAL in a wide selection, originally designed lamps, and significant modern jewelry by Wiwen Nilsson, exclusive with us. Information sent on request. Orrefors Galleries, 5 E. 57th St., N. Y. C. EL 5-4946

WANTED ON CONSIGNMENT. Unusual gifts for new gift shop. 25% commission. We reserve right to reject unsalable articles. Bank references exchanged. Piper Shop Studios, 477 Main St., East Orange, N. J. ORange 5-3500

"WHERE ON EARTH CAN I FIND—?" That question is on the tip of your tongue every day, when something breaks, or something is torn, or an emergency arises. Consult Vogue's Address Book; it will answer your questions

GLOVES

ALICE FRANCES GLOVES—507 Fifth Ave. Send for Style Booklet with photographed models for every occasion. Gloves $5 up. Every glorious color. Extra material sold for a matching hat. Mail orders. MU 2-5475

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J. SCHAEFFER, custom Permanent Wave specialist. The modes of the hour flatteringly interpreted by artists—Hair styling, air conditioned, refreshing salon. J. Schaeffer, 590-5th Avenue (at 48th St.), N. Y. C. BRyant 9-6165

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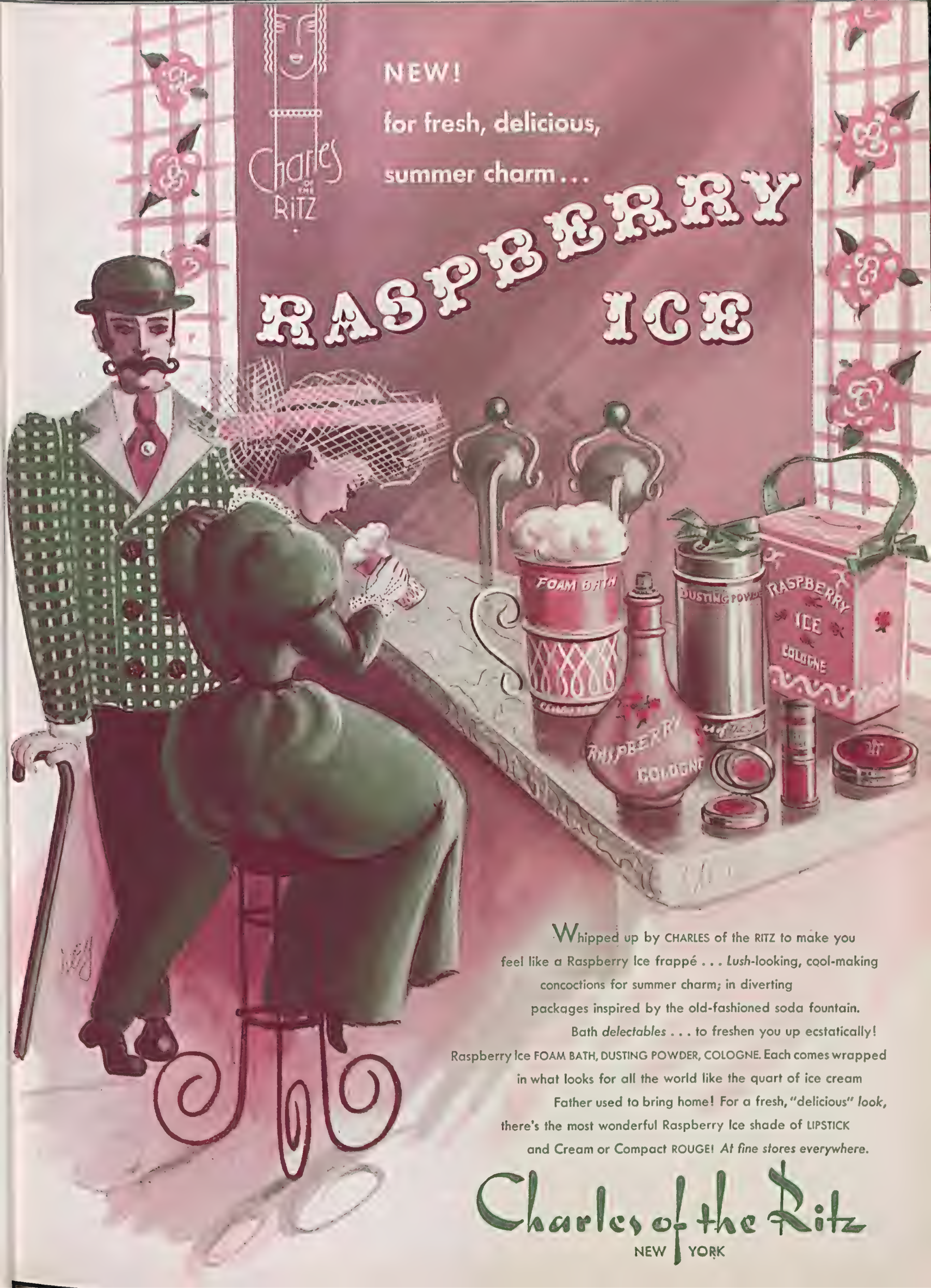
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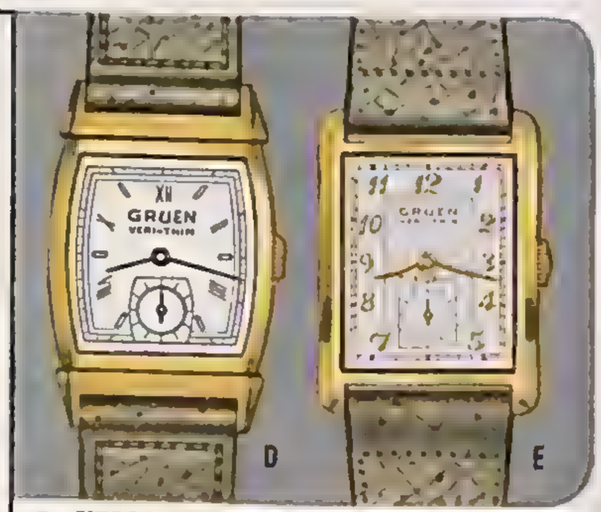

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CAVIAR RESTAURANT—18 East 49th Street. "Rendezvous for Epicureans." Direction of Antoine Dadone. Unique cuisine, rare wines. Luncheon, cocktail hour, dinner. WIckersham 2-2224.

CAFE TROUVILLE
112 East 52nd St.
Open for luncheon, cocktail hour and dinner. Entertainment during supper. Completely air-conditioned.

SUSAN PALMER'S SEAFOOD & SALAD BAR
4 W. 49
Don't be deceived. It's a surprising English Tavern downstairs—never to be forgotten by those who find it.

CAFE ST. DENIS—11 East 53rd Street. EL. 5-8032. A real French Restaurant catering to cosmopolitan palates. Air Conditioned. Lunch from 75c. Dinner from $1.25. Also à la carte. Redecorated and enlarged.

RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrées from 60c. Dinner Prix-Fixe from $1.50; also à la carte.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, also à la carte.

ROCKEFELLER PLAZA RESTAURANT—32 W. 50th. Smart but informal. Plaza Room: club breakfast 60c, luncheon from 75c, dinner from $1 00, cocktails from 25c. Old New York Room: luncheon from 75c, dinner from $1.00. Cocktail lounge. Cocktails from 25c.

HOLLAND HOUSE TAVERNE, 10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks. Luncheon dishes from 60c, dinner $1.50.

CAFE LOUIS XIV. 15 West 49th St., Rockefeller Center. Cuisine Classique. Fine Wines. American Bar. Prix-Fixe Luncheon $1.50, Pre-Theatre Dinner $2.00, also à la carte. William Adler and his Violin.

CHAMPS-ÉLYSÉES
Le Restaurant Par Excellence. Cuisine Française. Famous for the special Champs-Elysées Dinner. Finest wines and liquors. 25 East 40th St. MU 4-8833.

KENTUCKY SERVES A MEAL. Luncheon from 65c; Dinner from $1.25; Supper from 85c. Open Sun. (11:30 a.m.—8:30 p.m.) for breakfast & dinner. Elizabeth D. Reynolds, Inc., 160 E. 48th St. EL 5-6448.

YE OLDE CHOP HOUSE, 118 Cedar St. New York City's oldest eating place in Financial District. Game, Chops, Sea Foods, Liquors. Open to 8 P.M. Sat. 3 P.M. Harry Kramer, Host. WOrth 2-8061.

CORTILE RESTAURANT—37 W. 43rd St. Delicious luncheon served from 45c—dinner from 75c. Cocktails in unusual atmosphere. Open 8 A.M.—9 P.M. Closed Sundays. Rosella will read your character.

POLISH RESTAURANT
151 East 57th Street—Plaza 3-2816. Authentic cuisine & atmosphere. Luncheon 75c to $1.25; Dinner $1.25 to $2.50. Cocktail Lounge. No cover charge.

THE HEARTHSTONE
15 East 48th Street, near 5th Avenue, PLaza 3-1434
Luncheon from 65c. Finest wines and liquors.
Dinner from $1.00. Open Sundays and holidays.

THE BAROQUE—14 East 53rd Street. A new creation for the enjoyment of good food in an atmosphere of Charm and Elegance—Luncheon—Cocktails—Dinner—à la carte—(moderate prices). ELdorado 5-4195.

BEVERLY, Lexington Ave., at 50th St. Luncheon from 75c. Dinner from $1. Also à la carte. Famous for Ham Steak Tropical—Sliced Chicken Mornay. Our cocktails mixed to please the most fastidious.

They'll be able to say...

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The SHERRY NETHERLAND
5th Ave. at 59th St. • Eugene Voit, Mgr.

A new place to lunch or dine? A place you may have forgotten? A place to do your friends proud? Vogue tells you about them all in these columns

The Passy

To dine late, lazily, and superlatively well, you should try the Passy, 28 East Sixty-Third Street. Mario, the maître d'hôtel, has none of that everything-on-our-menu-is-delicious attitude. He adores making suggestions—telling you what is "particularly good to-night, Madame." The crabmeat cocktails here are made with the most gigantic crab-flakes and an unbeatable sauce. Incidentally, the recipe is a secret—don't ask for it.

Everything at the Passy is à la carte. If you have a gourmet among your beaux, suggest the Passy. He'll be in the mellowest of moods by the time he gets his coffee, which, by the way, is French. We confess the coffee and the soft spring air brought great memory-waves of pre-war France.

Tony's Trouville

One of the hearty perennials that thrives year in and year out and dates back to the old speakeasy days (when many a Yale man told his troubles to Tony) is Tony's Trouville, at 112 East Fifty-Second Street. There's always a crowd here, whether you drop in either for luncheon or dinner. Late in the evening, there's a spontaneous kind of entertainment—usually a singer or a pianist.

The food is excellent, and the hors-d'œuvre table is one of the biggest and best in town. As for the prices, they are betwixt and between—luncheon is $1.25 (if you also order a drink), and dinner is $2 straight.

Alexandra

Here is an address to file away for those mad shopping days when you are frantically looking for a bite of lunch.... The Alexandra is strategically located at 8 East Forty-Ninth Street, which is just about as close as you can get to either McCutcheon's or Saks-Fifth Avenue.

Although the place is always packed, the service somehow manages to be quite rapid, and the prices are better than reasonable. Incidentally, the salad-bowl luncheons, for fifty-five cents, are justly popular. And there's a dinner that includes a champagne cocktail, for $1.10.

Theodore's

Theodore's, at 4 East Fifty-Sixth Street, is a pleasant, conventional, attractively decorated place where you will dine extremely well for an amazingly reasonable sum. (Heresy though it sounds, the $1.50 dinner here is as good as many that cost much more.) The night we dined here, the place was literally jammed with Frenchmen—which is tribute enough for any restaurant.

Conscientious dieteers should break training to taste a dessert, the *spécialité* of Theodore's—*Beignets Flambés à l'Orange*. Some undersize and super-light popovers are practically inundated in brandy in which orange peel has been soaking. This is then flambéed, and, when the flames subside, the dessert is served to you, with an apricot sauce.

RESTAURANTS—DINING

THE BLUE BOWL at 157 E. 48th St. Appetizing, well planned menus served in pleasant, friendly surroundings. Apple pie a specialty. Closed Sundays. Luncheon 50c to 75c. Dinner 75c to $1.25.

BREVOORT SUPPER CLUB, 5th Ave. & 8th St. Norbert Faconi offers fine continental entertainment in an intimate setting. World-famous cuisine with old New York elegance. STuyvesant 9-7300.

A LA FOURCHETTE—342 W. 46th St., CI 5-9744
Cuisine réputée
Specialty——————Frogs legs provençale
Convenient to all theatres

SPIVY'S ROOF
139 East 57th Street (Lexington Ave.). Dinner (moderate prices). Spivy sings nightly—continuous entertainment. Reservations. ELdorado 5-9357.

LE POISSONNIER (The Fisherman)—121 E. 52nd St., N. Y. Madeleine's personality and the finest French cuisine make this a rendezvous for gourmets. Dinner $2. Lunch $1. Entertainment after 9 P.M.

THEODORE'S RESTAURANT—4 E. 56th St., N. Y.
New York's outstanding French restaurant.
New Spring Innovation—Dinner $1.50.
Luncheon Cocktails Closed Sunday PL 3-6426

THE ASTI RESTAURANT, 79 W. 12th St., N. Y. Arias and antipasto in an informal setting. Rendezvous for the operatic. Italian cuisine. Bar. Dinner $1.25. Lunch on Saturday only, 50c.

DRURY LANE
47 E. 49th St. (Between Park and Madison)
Luncheon from 65c. Cocktails. Dinner from $1.00. Town and country menus. Regional American dishes.

RESTAURANTS—DINING

ZOË CHASE—115 E. 60th, N. Y. (RH 4-9280) Home-type food at its best. Quiet, friendly service in pleasant surroundings. Summer garden. Luncheon from 35c. Dinner from 85c. No liquor. Closed Sun.

RESTAURANTS—DANCING

VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Nicholas D'Amico & Orch. Panchito & his Rhumba.

LARUE—45 East 58th Street. VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Eddie Davis' & Val Ernie's orchestras. Continuous dancing till 4 A.M.

THE WHIRLING TOP—3 E. 52nd St., N. Y. Rendezvous for Connoisseurs of excellent cuisine, wine, & liquor. Dinner from $1.25 and up. Luncheon from 75c. Entertainment and dancing. EL 5-3855.

LE COQ ROUGE—65 East 56th St., N. Y. C. Famous cuisine. Luncheon, dinner, and after theatre. Dancing—Entertainment. Cocktails in our Skyline Bar. Reservations—Phone PLaza 3-8887.

RUSSIAN BEAR—645 Lex. Ave. (54 St.). America's oldest Russian Rest. Est. 1908. Nationally famed for true Russian Cuisine, atmosphere, Balalaika Orch. Entertainment. Lunch 50c. Dinner 85c up. EL 5-9080.

GOING ON A TRIP? Be sure that one of the things you take along is Vogue's Gourmet's Guide. It will direct you to the finest places to dine en route. Keep it with your road map!

OUT-O'-DOORS

PAVILLON MARGUERY—Now Open. Entrances on 270 Park Ave. and 47th St. & Vanderbilt Ave. Coolest Garden in Town for Lunch, Cocktail Hour and Dinner. Open Sunday. Phone: WI 2-8494 & 2-8418.

FIFTH AVENUE HOTEL—24 Fifth Ave. at 9th St., Le Jardin du Perroquet, Sidewalk Cafe. A corner of Paris at Washington Square. Luncheon, 85c. Dinner, $1.25 up. Sunday Stroller's Brunch, $1. Cocktails.

LOUNGE BAR

SCHRAFFT'S. Smart, intimate lounges. Georgian Room, 625 Madison Ave., at 58th—Columbus Room, 222 W. 57th St., near B'way. Luncheon, cocktail hour, dinner, supper. Superb cocktails from 25c.

NIGHT CLUB

LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food & entertainment. "Sly" & subtle Eddie Davis heads the show. 4 shows nightly. Continuous Dancing. "Should be visited at least once in every lifetime."

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On Highway 101, 3 miles south of Palo Alto—in the shadow of Stanford University. In the Beautiful Santa Clara Valley. Food—California's Plentiful Best.

GEORGE MARDIKIAN, WORLD-FAMOUS CHEF, Invites you to dine at Omar Khayyam's Restaurants
927 Van Ness—Fresno
O'Farrell at Powell—San Francisco

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WHITE TURKEY INN. Route #7—4 miles No. of Danbury. Early American Atmosphere. Famous for Luncheons, Cocktails, Dinners. In New York City it's the White Turkey Town House, One University Place. Both open Sundays.

THE BARNACLE, Bradley Point, West Haven. Off Route 122. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and Cocktails. March into November.

TIMBER TRAILS INN—Sherman, R. 37, 12 mi. north Brewster. Charming country inn beside lake. 1400 acre preserve. After dining here, you'll want to return for a longer stay. Riding stables.

GEORGIA

HOTEL WARE COFFEE SHOP, Waycross, on U. S. Route #1. Reflecting the hospitality of the South. Known for good food. Open 6 A.M. to 10 P.M. Moderate prices. Recommended by Duncan Hines.

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COUNTRY FARE, Hingham
Good eating—noon to nine. Featuring fare of the country. Twenty miles from Boston on Route 3 to Plymouth and Cape Cod. Extraordinary!

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HANS CHRISTIAN ANDERSEN, Paramus
15 minutes from Geo. Washington Bridge, Route 4.
Luncheon—Cocktails—Dinner.
Closed Mondays except holidays.

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BEAU SEJOUR, Bethpage. Off Route 107. All dishes prepared to order. Luncheon on terrace dining-room overlooking gardens. Luncheon and dinner à la carte. Unusual cellar of fine wines and liquors.

NEW YORK STATE

CRAGSMOOR INN, 27 miles west of Newburgh off Route 52. Splendid golf. Superb view. Famous for years for the excellence of its meals. Fresh vegetables. Choice meats. Fine wines. Dinner $1.50.

Moonstone bracelets by Marcus

Heaven and You

Cerulean blue for your most important evenings this summer. Belana gives you a meteoric change in silhouette, very lovely in Glendale's Crepe Corinth, woven with Enka Rayon. $69.95 Lord & Taylor, New York, Weathered Misses' Shop, Chicago, Julius Garfinckel & Co., Washington

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The Coolest, Smartest
Summer Corset is

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"... of course your jersey sports togs, and your 'poured-into' evening frocks, are smarter when you wear a corset! But *do* choose your summer corset for freedom, as well as fashion! COOLAIRE will give you the loveliest, smoothest lines imaginable ... but it's so cool and light and comfortable you'll not even know it's on. I've worn COOLAIRE myself, for enough summers to know!"

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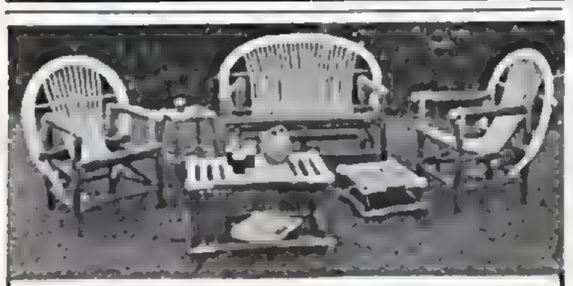

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This different outdoor furniture is entirely hand made of Southern cypress treated with Permasan. Ideal for porch and terrace or a spreading lawn. Great, too, for summer camps and cottages. Built for the out of doors. No fear of showers. Now, more comfortable, durable and graceful with natural cypress two coloring. We have enthusiastic endorsements from Country Clubs, Adirondack camps, and Martha's Vineyard, Long Island and Cape Cod estates. Send your check, say where to ship—and we'll have a set packed and off to you the same day.

6 PIECES	2 chairs, settee, coffee table, side table, footstool.	$23.20
5 PIECES	3 chairs, coffee table, footstool.	$19.70
3 PIECES	2 chairs and settee.	$16.50

Freight Prepaid in U.S.A.

ADD $3.00 ON THE PACIFIC COAST

The Littletree Company

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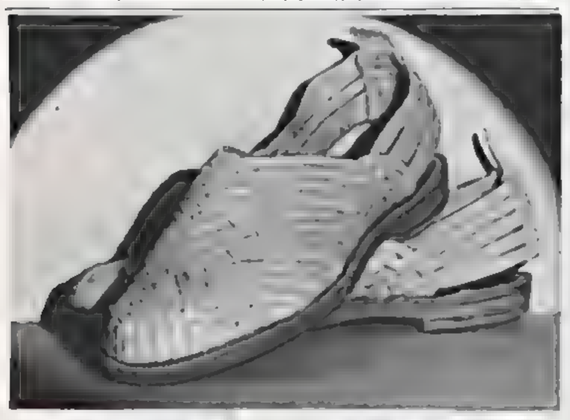
Waterproof Solid Color Seat Cushions for the Chairs and Settee—$5.00 per Set.



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Good travelers and worn wherever people play. Just dunk, starch and twist. They roll up for packing and emerge fresh as springtime for any occasion.

Sizes 12 to 18. Also made to measurement.

Choice of red, blue, yellow, green, or orange.

IMMEDIATE DELIVERY POSTPAID $5.95

Companion blouses, either in matching print or white batiste. Each . . . $3.75

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KANSAS CITY, MO. at Berkson's

WASHINGTON, D. C. at Philipsborn's

Shop

Double Beauty: Henri Bendel has, in the new line of Check and Double Check beauty preparations, these double lipsticks. At one end is a day lipstick; at the other, an evening one. The simulated tortoise-shell model, banded with brilliants, is $6.50. The plastic case, in Bendel's famous cream-and-brown, is $2.75. You know the address, 10 West Fifty-Seventh Street

House Perfume: The Fragrantaire Company, which specializes in house perfumes, offers this lily wall-bracket perfume holder, plus 2 ounces of perfume, for $1. Just fill it from time to time, and have the place smelling lovely. Buy the perfume itself in one of sixteen scents. The flowery fragrances seem particularly good for this time of year. Write Fragrantaire, 621 Broadway

Southern Confections: In this photograph you can see, but *unfortunately* not taste, a wonderful nutty assortment of pralines, made from an old Southern recipe, glazed almonds, glazed pecans, salted nuts, and pecans crisped in a coating of cinnamon. The green-and-white box holds more than two pounds for $3. Clara Barton Green, 38 Lenox Road, Summit, N. J.

To You, From Florida: To make breakfast or tea-time more interesting, you might invest in such a box as this. In the three containers are: mango jelly, subtle and smooth; orange marmalade with a fine fruity scent and flavour; and guava jelly—not the thick kind, but light and spreadable. Order box from National Fruit Preserves, Jacksonville, Fla., for $1.50 (1 lb. of each jelly)

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New china booklet "V" sent upon request.

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CANADA

Hound

Bottles Beautiful: The latest shipment from Sweden brought these charming crystal perfume bottles. One of them is enhanced with a lily-of-the-valley design, copper-wheel engraved. That's $7.50. The other, a plain bottle, is yours for $10, in heavy cut crystal. They're at Sweden House, 6 West Fifty-First Street, where you'll find a large selection of attractive gift ideas

Transparent Grace: At Hale's Bedding, 605 Fifth Avenue, we discovered this magazine rack of clear Lucite. The scrolls relax to let you slip in such valuable reading matter as Vogue, House and Garden, and Glamour. You'll have to pay just $19.50 for this elegant-looking object. Also at Hale's, you'll find some attractive little tables made of Lucite

Bee Confections: This interesting candy is made with fresh honey from the bee; hard, thin-shelled candies flavoured with honey and filled with liquid honey. They're Orange Blossom Honeysuckles, and taste as good as the name sounds. You may buy a pound of them for $1 and a pound is quite a lot. Order them from Cobbs, Dept. V, Box 1, Little River, Florida

VOGUE STUDIOS

De Luxe: One of the prettiest small shops around town is the new chocolate shop of Henny Wyle. We show the De Luxe package from this place of temptation. It contains tissue-thin chocolate squares, almond-and-chocolate brittle, and mixed chocolates; 1½-lb. box for $2.50. Other goodies here include a tiny cheese biscuit; fine with cocktails. 557 Madison Avenue

olga tritt

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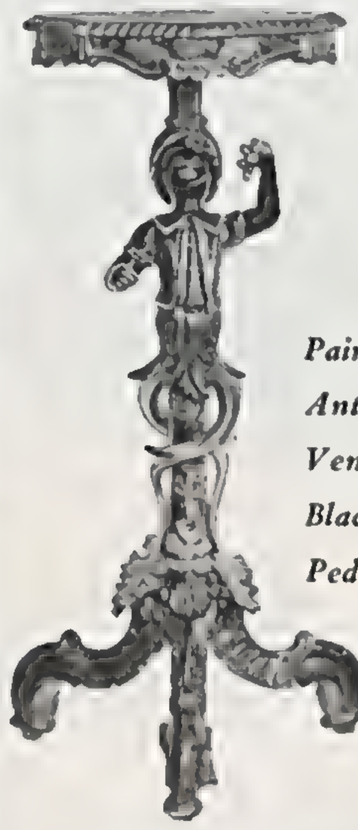

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Double bed sheet sizes and pillow cases available at similar reductions.

Write for Spring Folder VM.

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Summer Talk

Dorothy McGuire, vivid star of 'Claudia' in a Lanz of Salzburg original.

"Wild Roses" a print so gay, so youthful. Roses on red, white, blue or yellow — your first summer cotton. Sizes 9 to 17, $7.95.

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Unusual assortment of 3 piece sets are outstanding features with us.

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from south of the border

HANDMADE

of genuine tan buckskin

Solid comfort—fit like a glove.

SEND SHOE SIZE, OUTLINE OF FOOT, AND $2.85

(For men 25c extra)

THE MEXICO CO.

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(Send for folders X and G showing other styles in sandals and other handmade leather goods.)

Shop

Best Friend: One of women's best friends is a smart little summer dress which is good for town or country. This is just such a friend. It's of imported linen, with three horizontal bands of tucking, for detail. We loved it in raspberry colour, but you might prefer white or navy-blue, or one of a gamut of pastels. Yours for $25, at Livington Gowns, 500 Madison Avenue

Shade of Summer: Now's the time to think about getting a large straw hat, so we ran out and found this one for you. The braided straw is of a rich molasses colour, and the lace trimming is of this same delicious shade. The under-brim is white piqué. A flattering hat. We tried it on and looked at ourself with rekindled interest. $20. Gladys and Belle, 485 Madison Ave.

Transformation: This tells what can happen to shoes at T. O. Dey, at 509 Fifth Avenue. The shoe started as a suède boot, with a fur cuff and pointed toes. Spring came, and Dey made it into a pump, rounding the toe. Later, the client wanted to change to a strap shoe, so he cut out a strip of suède (still attached in photo), inserting patent leather. About $3.50 for each change

Beach Bundle: This bag is double-barreled, so to speak. It's made of white washable duck, and is divided into two compartments. One's for knitting—the other for wet bathing-suits and such. Since it's made for Bundles for Britain, it wears the proper blue emblem and red patent leather handles, and adds to the relief fund. It's $4 at Alice Maynard, 558 Madison Avenue

ARE YOU TRAPPED?

Are you knee-deep in travel-folders, itineraries, train-and-boat schedules, road-maps, and controversy? Are you baffled by the vacation problem? Read the June 1 issue of Vogue—our "Summer Directory" of travel. In it, you'll find sign-posts to Canada, Mexico, Cape Cod; Ward Morehouse's old-hand advice on motor trips in the U. S.; a preview of travel—this summer—in the Western Hemisphere

Hound

Good for Dinner: This crêpe dinner-dress is of a most exquisite shade of pale dull green. The print's an unusually pretty one, we think, depicting white dogwood and architectural-looking black leaves. Waist and bosom are draped gracefully, and the skirt is full of material. $40. At Chez Madelaine, 502 Park Avenue; and also at the Boston shop, 155 Newbury Street

Mopettes: Here's a flippant, but superbly comfortable version of the sock-shoe. Like its older sister, the Mopasin, it feels like air, but has the added feature of a deep, fringed cuff, which fits any ankle size. It comes in a wide range of pastel colours. Order from E. T. Slattery Company, 155 Tremont Street, Boston, Mass. The price is $1.65 the pair. (Postpaid in New England)

Flowering Clock: This lovely porcelain clock was made in America, using a French design. The background is in white, with multicoloured flowers rambling all over it. Or, if you'd rather, you may have one with a peach or pale blue background, with gold flowers. It's all the same price; i.e., $16.50. This makes a fine wedding present. Alfred Orlik, 421 Madison Avenue

For Lazy Gourmets: If you want to eat like a queen, but haven't the time to putter about with recipes, rely on these tasty tinned foods from the New Orleans Delicacy Co. We present: Oyster Soup, Clear Green Turtle Soup with Sherry (excellent hot, or jellied), Creole Gumbo, Smoked Oysters, and Terrapin Meat. $1.90, the set, postpaid. 3530 Carondelet St., New Orleans

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Demi-Tasses	*$112.00 dz.*
Teas and Saucers	*125.00 dz.*
Bread & Butter Plates, 6"	*65.00 dz.*
Dessert or Salad Plates, 9"	*110.00 dz.*
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Individual birds, asst.	*5.95 ea.*

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New Streamlined
OUTING KIT
FOR HAPPY MOTORING

Contains two quart size thermos bottles each with 4 cups and sandwich box neatly fitted in pigskin-like case.

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Incorporating VANITY FAIR

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SUMMER BEAUTY ISSUE

May 15, 1941

YOUR SUMMER BEAUTY

Vogue's-eye view of summer beauty 33
Beauty and the elements 34–41
Other days—other ways 42–43
Dancing lessons—beauty lessons 44–45
The bath of Venus 46–47
Paint your lips as an artist would 48–49
Perfume propaganda 50–51
Ain't Nature grand? 52–53
Pretty hands, pretty feet 54–55
Wrinkle, wrinkle, little star 56–57
Vitamins 58–59
24-hour locks for summer 60–61
30-day beauty plan 100

THE WORLD OF FASHION

London designs for South America 64–67
Borrowed from the ballet 68–69
Under twenty 74–75
Two-ocean bathing-suits 76–77
White comes to town 78–79
Dresses that pass for suits 80–81
Café-black dresses 82–83
Linen suit, linen dress 84–85
Town tropics 86
Corsets—they go in the tub 98–99

PEOPLE AND IDEAS

Dining on a seaside terrace 62
A memorable meal, *by Jeanne Owen* 63
Money for charity?—this way 70
Mrs. Byron C. Foy 71
"Lady in the Dark"—the circus scene 72–73
His little grey home in the West 102
Twenty minutes from Valparaiso, *by Polly Tieck* 105

SPECIAL DEPARTMENTS

Vogue's travelog 14–15
Vogue's address book 18–19
School directory 21–23
Gourmet's guide 24
Shop-hound 26–29, 32
Discoveries in beauty 89–90
Vogue covers the town 114

HORST

Sun-bathed, but not sun-struck—the girl on the cover knows how to spend summer, how to be beautiful from head to toe. You summer-wise ones can follow suit—this issue shows how

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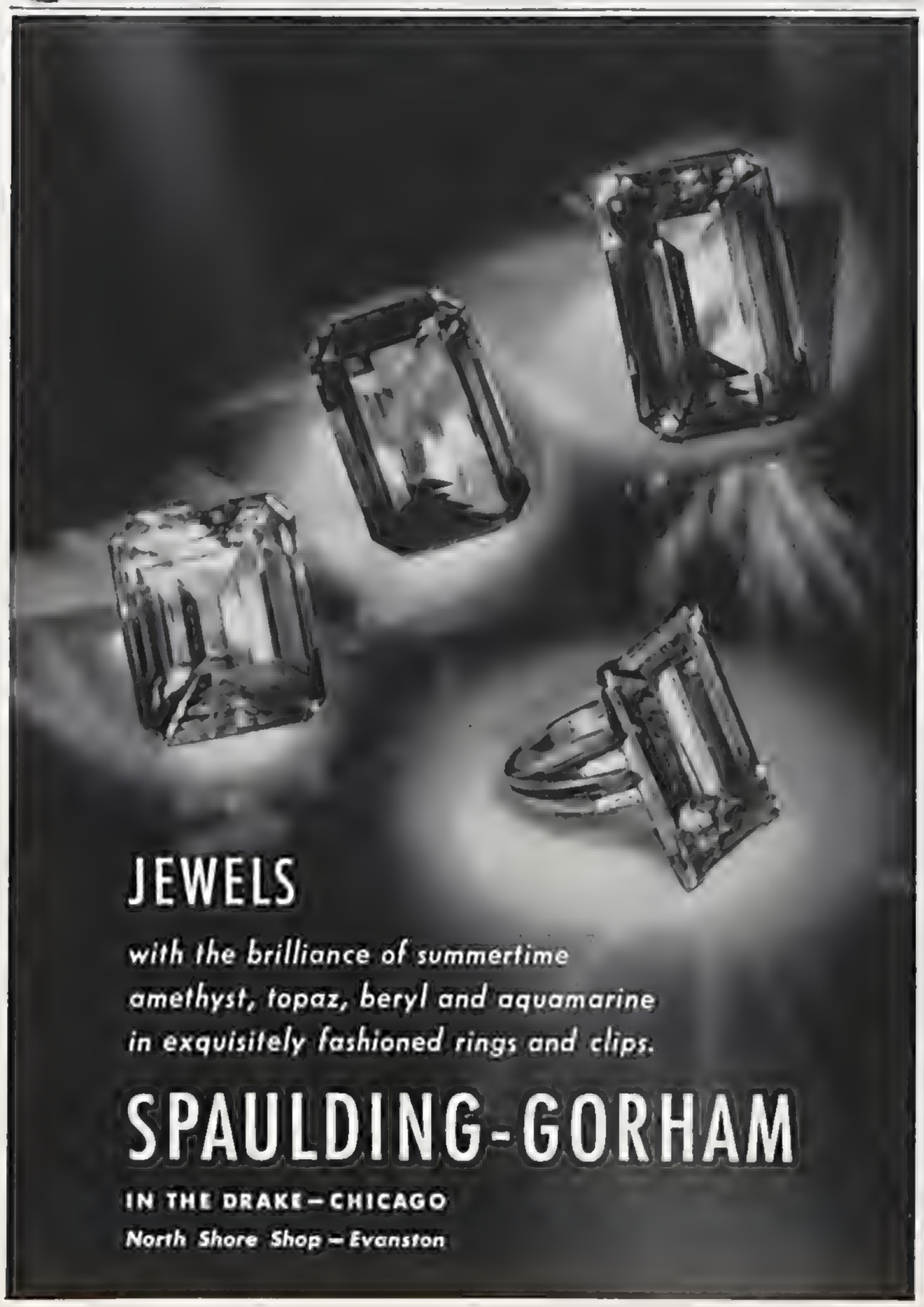

JEWELS

with the brilliance of summertime amethyst, topaz, beryl and aquamarine in exquisitely fashioned rings and clips.

SPAULDING-GORHAM

IN THE DRAKE—CHICAGO

North Shore Shop — Evanston

Shop Hound

Light Protection: This rain-coat's a nice one—as light as air (being made of Air Lite Celanese), and very smart-looking. It comes in a good shade of beige. You can have the coat for $8; and the umbrella, made of this same cloth, for $3. Coat buttons and umbrella handle are of simulated tortoise-shell. Lord and Taylor has this wet-weather set, so why shouldn't you?

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LENTHÉRIC perfumes

LUIS LEMUS

Vogue's Eye View of Summer Beauty

Which is summer, to your looks—friend or foe?
It can put a bloom of health on sallow cheeks,
Or give you a beet-red burn, a peeling nose.
It can put a glint of gold into mousy hair,
Or dry out nice hair so it looks like old peat-moss.
It can make your eyes clear and bright,
Or squinty, from sun; and bloodshot, from the salt sea.
It can make you lithe and lean and full of vim and vigour,
Or (especially in the city) wan and dispirited.
Which is it to be?
This issue tells how to make summer your friend,
Whether you spend it in green fields, by windy shores,
Or on sun-baked pavements and in air-cooled movies.
How to make wind, water, and sun your allies,
How to get your figure in trim for new bathing-suits,
How to cope with violent, not-so-violent, and no exercise;
How to take a bath—scientifically, not just headlong;
How to paint your lips as an artist would.
How to fix your hair so that swimming won't faze it,
How to care for your skin, your hands, your bare feet.
You'll learn what, exactly, vitamins Do for beauty,
And how to find beauty down on the farm.
You'll learn, too, not only about beauty under the skin,
But about above-the-skin beauty...about clothes.
Clothes, those ultimate friends or foes to Looks.

Beauty and the Elements

... Sun, Wind, and Water

A BIG yellow sun, a kite blowing in the wind, a tiny sailboat on blue water—these spell summer, to a child. Sun, wind, and water are the elements that make you *feel* summer when you are little, a feeling that you never lose. A wave lapping over your bare toes at any age is enough to revive it.

Old friends, all three—the sun, the wind, the water. But they can be rough, at times. To your looks, particularly, they can be loyal allies or ruthless foes—depending on how you handle them. If you're afraid of them, if you avoid them, you pass up priceless benefits to your health and beauty—not to mention missing all the fun. But if you fling yourself into them headlong, pell-mell, without taking the proper precautions, you may find yourself qualifying for that most awful of adjectives..."weather-beaten," a defeat no woman can afford.

Sun can be your best friend, or worst enemy. From the sun's ultraviolet rays you get vitamin D, which makes your bones and teeth strong—but remember that these rays can't penetrate a leathery coat of tan. Tan slowly; tan intelligently; tan to suit your colouring; or don't tan at all.

If you want to keep your smooth white skin, you needn't look ridiculous on the beach—you can use a coloured sun-proof lotion that will protect your skin and give you a healthy bronzed look at the same time. There are lotions and creams that won't run or fade even when you swim.

If you're the healthy outdoor type who likes to get sunburned, go about it so that the sun tones your skin while it's tanning it. Take your sun in very short doses at first; rub in a sun-tan oil several times a day; and never think that just because you can't *feel* yourself burning, you're not. Often, you don't feel sunburn until hours later.

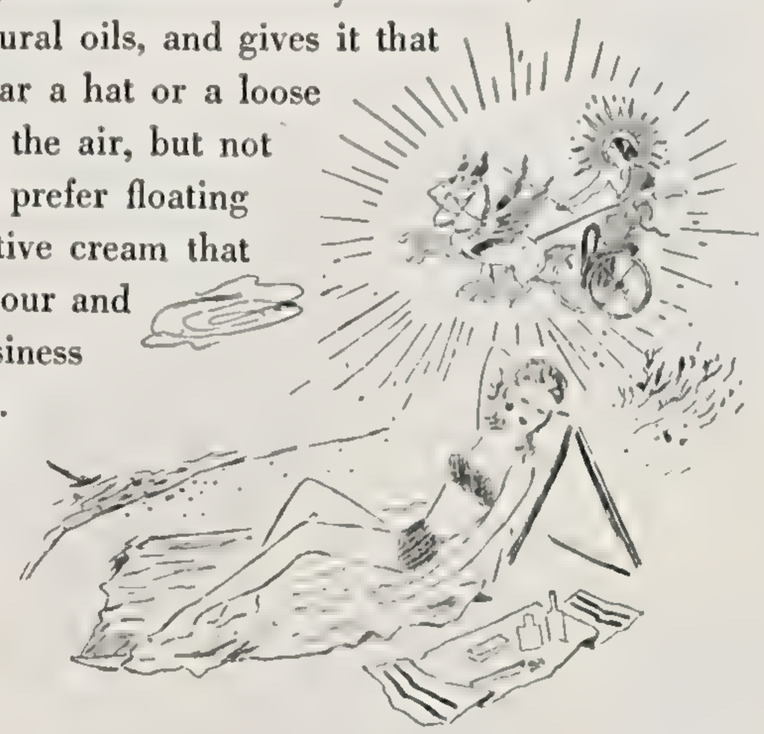
For the average skin, ten-minute periods in the sun, covered with sun-tan lotion, are wise for the first few days. Of course, if you've started with a sun-lamp in town, you can dispense with this breaking-in period; otherwise, not. For that wonderful shiny brown-as-a-berry look, take a loofa mitt in swimming with you, and rub your legs and arms vigorously in the salt water—it keeps your tan from getting scaly and continually peeling.

When you walk on the beach, remember that the tops of your shoulders, and your nose, get every ray of sun first. Give them a dose of sun-proof cream, and avoid those peeling red patches of deeper burn that may lead to a permanent piebald effect. Getting burned to a crisp is not only painful—it's disastrous to the way you'll look after thirty. August pride in a sun-tan is too often October regret.

Regulating the tone of your tan with the proper lotions is as modern as regulating the heat of your room with air-cooling. There are preparations that will help you get that desirable nutty shade without giving your skin a dried peach look. There are preparations that will keep you from burning at all, but have enough colour to take away that fresh-from-the-city look. And there are preparations that let just enough sunrays through to do you a lot of good and give you a fine healthy flush without burning. Choose what type you want to be and face your summer tan with a definite plan.

Your eyes, and the skin around them, need every defense from the sun you can give them. Wear sun-glasses, of course—but wear good ones, with your own lenses, if any, or with well-ground standard lenses. Pat a little eye-cream around your eyes when you go out on the beach.

A moderate amount of sun gives your hair lightness and lustre; too much takes away the colour, discourages the natural oils, and gives it that hay-rack effect. Wear a hat or a loose scarf, so it can get the air, but not the sun—or if you prefer floating locks, use a protective cream that will preserve its colour and texture and glossiness even in the hot sun.



Opposite. This looks like pure fantasy—but it really happened. Just as a photographic experiment, we snapped one of our models underwater—in a white evening dress—at Florida's Marineland. The resulting picture was so cooling to the eye we thought it might refresh you, when the mercury teases 90°

PHOTOGRAPH BY TONI FRISSELL

Wind in your hair as you drive in any open car; the soft breeze from the sea at night, that seems to wrap you around, rather than pass you by—these are the things you like to remember about wind in summer. What you must also remember is that windburn is as dangerous as sunburn, and that a really bad V-neck burn, from driving, riding, golf, or sailing, may leave a permanent mark.

Your eyes, your lips, your hands, your face, and your hair all need help against the dehydrating effect of the wind. Protect your skin with a thick coat of special cream or lotion, and use powder over it. Use sun-proof cream on your lips, under your lipstick, to avoid dust-bowl erosion. Wear dark glasses with sides to them, and bathe your eyes with eye-lotion. Try cool, soothing eye-pads to take away the burning feeling after exposure to wind and sun.

Use emollient creams to lubricate your skin. Occasionally, cream your hands under your summer cotton gloves to foil wind-cut creases. And, if your summer is a windy one, drink lots of water.

Water is the kindest of the elements, in summer. Practically the only beauty menace it offers is glare burn—that searing burn you can get in an open boat, even on cloudy days.

Swimming, especially in salt water, is stimulating to your skin, and needn't be drying if you oil or cream yourself before going in the water, take a shower when you emerge, and repeat the oiling (or creaming). Letting salt water dry on yourself may help you get tanned, but it's also a fine way of drying up your skin.

Since salt water makes your hair gummy, try to keep your hair dry by pinning a tight chamois skin-band around your head, under your cap. Don't put your head under the shower after every dip. Brush any salt-water stickiness out, and use a good softening lotion.

Your nails are apt to be easy victims for sand and water. Oil them twice a day, and keep them well manicured, so that no finger-nail demoralization can get a head-start. Clear bright red nail polish flatters your hands when they are tanned; your toes, too, but remember that your two polishes must match exactly.

Exercise for fun against this summer background of sun, wind, and water—and for health, too. If your favourite sport is one of the violent, hearty ones, like tennis, water-skiing, mountain-climbing, you will get enough exercise to keep you lean, if you do it regularly enough. Vigorous exercise stimulates your skin, making the blood circulate.

But there's one drawback. Violent sports are apt to overdevelop you in spots—tennis, for instance, exaggerates the muscles in your arms and legs. To counteract this, you should have regular massage. And for the good of your wind, as well as your figure, you should do morning breathing exercises as a supplement to any sport.

The active but less frenetic sports, such as swimming and golf, give you excellent all-round exercise, if you do them at all energetically. You can forget your "physical jerks" in the morning, during the summer—but don't omit breathing exercises.

Golf gives you three kinds of exercise—walking, bending, and swinging. Swimming exercises every muscle in your body, and the humble breast-stroke is the wonder exercise for your bust and shoulders. And don't forget that walking on the sand is marvellous for your feet.

For the woman whose only sport is passive sun-bathing, or an occasional wild game of darts or croquet, there's no excuse for shunning morning exercises. She needs at least fifteen minutes a day of the rowing exercise for her stomach-muscles, the low bicycle for her legs, bumps and rolling for her hips, breast-stroke for her bust, and figure-eights for her entire figure, and for the good of her soul.

No matter what your sport, or how expertly you do it, you needn't sacrifice beauty to fun. Those legendary, hard-riding, weathered horsewomen who scorn cosmetics wouldn't dream of neglecting their riding-boots as they neglect their faces—and the human epidermis is more tender than cowhide.

When you're a child, the wind, the water, and the sun seem like intimate friends. Keep their friendship; cherish it; but don't be duped into thinking that you can trust them unreservedly with your looks.

Opposite. Sun, sea, salt wind—they're fun, and you can make them your friends. Oil your skin before you face them. Oil your skin again after. In the meantime—concentrate on enjoying yourself. Perhaps in this U. S. Rubber suit, of white Krepe-Tex, wonderful on slim young figures. Arnold Constable

PHOTOGRAPH BY TONI FRISSELL

Sun, Wind, and Water

Sun and Wind

Play golf. Golfing builds good figures. Golfing firms your arms, tautens your waist, tunes up your entire body. But while golfing is doing you good, don't let sun and wind do you harm. They can process your skin like leather. Use a sun-blocking base cream to avoid V's, sleeve-marks, weathering. Keep covered—as in this hand-knit sweater ($35); divided natural gabardine skirt ($19.95); lisle socks ($1)

In the top photograph, the golfer is walking to next hole—a good, brisk walk that uses scores of muscles. She wears a white rayon dress ($22.95); a cream foundation on face, arms, legs. In the lower picture, the golfer is swinging—exercising back, arms, waist. Her red-and-white cambric shirt has long sleeves. $5.95. With it, she wears a white duck skirt. $5.95. All golf clothes are from Saks-Fifth Avenue

Sun and Water

TONI FRISSELL

Swim. Swimming builds good figures. Swimming stretches your muscles, lifts your bosom, flattens your waist and hips, smooths your legs and thighs. But while swimming is doing you good, don't let sun and water do you harm. Before facing them—spray a protective lotion on your hair. And oil every inch of exposed skin—as the girl above is doing. Her suit—Kleinert's fringed white rubber. $3.95; Best

In the top photograph, the underwater swimmer is kicking from the hips—whittling them; slimming her legs. Her serious-swimming suit is Gantner's slender one of green Terrymoss "Lastex." $5.95. Altman. In the lower picture, the breast-stroke swimmer is strengthening pectoral muscles that are responsible for lovely lines. Jantzen's red wool and "Lastex" suit; $4.95. From Bloomingdale

GJON MILI

TENNIS

Sun

DART-THROWING

CROQUET

LUIS LEMUS

No matter how you exercise—you spend hours in the sun. Make it your ally. Absorb the best of it. Shield yourself from dangers with oils and lotions. And don't, please don't, overdo. Little sun-doses go a long way.
Tennis: Violent exercise in the sun—tennis in a classic white rayon sharkskin dress, free-skirted; $10.95. Peck and Peck.
Dart-throwing: Gentle exercise—dart-throwing in a very 1941 suit of rayon jersey. Long-torso jumper ($7.95); pleated skirt. Saks-Fifth Avenue.
Croquet: Indolent exercise in the sun—croquet in a summer-favoured long-torso jumper and skirt of silk shantung; $24.90. At Lord and Taylor.
Opposite: Relaxation—sun in white rayon sharkskin; $8.95. Lord and Taylor

TONI FRISSELL

Sun

OTHER DAYS... OTHER WAYS

The beauties of 1800 didn't blanch at neck-stretchers, shoulder-clamps, or dimple-machines

THEY weren't such zanies—these beauty culturists, circa 1800. There's a lot of sensible activity going on in this overcrowded salon—nothing much that you would care to try, of course, but still steps in the right direction. For this, in its own quaint way, was a beauty-conscious era. Instead of letting Nature take its course, the young ladies took courses themselves.

The water-colour drawing at the right, painted by Edward Francis Burney (the original hangs in the Victoria and Albert Museum in London), represents a beauty academy of the period. Then, as now, the pursuit of beauty was the chief object (object matrimony) of young females. A dimpled elbow, a strategic lovelock were found to be more telling than, say, the ability to write love-sonnets.

Observe the treatments being undergone here. (And congratulate yourself on today's Humane ones.) See the sub-débutante achieving a swan-like neck via the "gallows cheat." The shoulder-straightener at the lower left. Just above it, the dimple-producing device. And the variety of æsthetic dancing, corrective exercises, orthopedic treatments. Sole bright note—the posture instruction at the hands of dashing young officers (1941 salons nota bene).

You with your fluffy creams and Government-tested cosmetics, breathe a sigh for the damsels whose wrinkles were removed with myrrh, white wine, and red-hot pokers. Whose limbs were rendered smooth with poultice depilatories which frequently took epidermis along with them. Whose hair was tinted with mucilage of gum arabic and black lead!

Drastic as these steps were, they succeeded. For if you look through the window at the right of the picture, you'll see a successful seminary graduate—doubtless the valedictorian—eloping with a gay young buck, behind a span of bays.

WATER-COLOUR DRAWING BY EDWARD FRANCIS BURNEY (1760-1848)

Beauty School in London, circa 1800

Dancing Lessons ... Beauty Lessons

POLKA

RHUMBA

DANCE well—and beauty will steal up on your footsteps. Dance well (and often), and you'll give yourself as much exercise as touching your fingers to the floor twenty times a day, pumping through bicycle exercises, or going through a routine of calisthenics.

A course of dancing lessons is practically a beauty course. Which is probably why the Arthur Murray studio, where these photographs were taken, is consistently booked up. Instructors may be teaching you to rhumba or tango or Lindy-hop, but they're also teaching you poise and posture and balance and suppleness. Hold your shoulders firm, they say. Carry your head high. Steady your hips...the rhumba is all in the knees and ankles. Pull in your waist. Straighten up. Relax. In the end, you're not only a beautiful dancer, but you own a new beauty.

And, of course, you'll want a few beautiful new dance dresses to live up to it all. Perhaps these...

- POLKA-DANCING...a grey silk marquisette dress, edged with rickrack. $39.95. Bonwit Teller; I. Magnin
- RHUMBA-ING...a million ruffles, each one edged with rickrack, on a sirenish dress of cotton dotted Swiss in light blue. $35. From Milgrim
- TANGOING...a sinuous dress of beige rayon jersey, with a skirt that falls rhythmically from the crossed, tight-fitting bodice. $29.95. From Best; I. Magnin
- LINDY-HOPPING...white chiffon printed with bright red roses, and a green velvet belt. $39.95; at Best

TANGO

LUIS LEMUS

LINDY-HOP

Opposite: Dreamy waltz
in dreamy beige organza.
Mabel McIlvains Downs
design at Henri Bendel

PHOTOGRAPH BY GJON MIL

A bath

The right kind will freshen you and nicely relax you and make you more lovely

A BATH can and does do many different things. It cleanses you, of course. It can stimulate you, help to wake you up. It can relax you, help put you to sleep. It can do a nice combination of both these things—relax you after the hard day behind you, and freshen you for the evening ahead.

But above and beyond these fine utilitarian functions, your bath should be a place of joy for you. It ought to enfold you in a heavenly sense of luxury... even, of elegance. It ought to make you look and feel definitely more beautiful and more feminine.

A quick shower, a leaping into and out of the tub, is an all-right thing when pressure demands it—just as an occasional hurried drug-store lunch is. But if you habitually bolt your bath, you miss pleasure in exactly the same way that you miss it when you habitually bolt your meals.

You may have got into this habit because you're always busy. Or because you've never let yourself discover how delightful a long, luxurious bath can be. Or because you share a bathroom with someone else in your household. (Perhaps with your husband?) Well, the early morning, the late afternoon, and just before you go to bed, are all excellent times to take your bath. Surely you can manage to work *one* of those times into a compatible schedule. You may even find that leaving your husband alone for a pre-cocktail hour with the newspaper will work out handsomely for you both.

DON'T be ashamed to make your bath something of a ritual. Give your full attention to all the little details: the preparation and aftermath, as well as the bath itself. Put cream on your face, and on your neck, your elbows and hands, before you get into the tub, and they will emerge infinitely softer. (Incidentally, it's a fine idea to take a jar of face cream with you to your hair-dresser, and apply a coat of it just before you go under the dryer; it will counteract the drying-out effects of the heat.)

Check up, before you step into the tub; make sure that your bath salts, oil, powder, sachet, Cologne, are all right at hand. They will look quite decorative on one of those new, transparent Lucite bath-trays.

And now, the water. The temperature of your tub is just as important to your bath-success as the temperature of an oven is in cooking. Never trust your toe-and-finger testing of the bath water; always use a reliable bath thermometer. Doctors have figured out the exact bath temperatures for every purpose. To relax completely, you ought to have the water at 92 to 94 degrees. This is called tepid; it is the precise temperature of your skin. (Although your normal body temperature is about 98.6, the evaporation of moisture on the surface of your skin keeps the temperature there a bit lower.) You can lie in such a bath for an hour or more, literally without feeling anything. If you have fears of insomnia, or if you're ragged-nerved, nothing is more wonderful for you than a long tepid bath. Take it three hours or so after your dinner. Don't even *read* in the tub—just lie there for dreamy ages. When you do get out, dry yourself quickly, and go right to bed. (And have the sheets pre-warmed—unless the thermometer is 'way up.) You'll find this a surprisingly effective nerve-soother.

YOU'VE always known, of course, that a quick coldish bath will stimulate you...but you may not have realized that a quick warm one will do the same thing. What stimulates you is not cold nor warmth so much as the shock of a different temperature on your skin. If you like cold plunges, by all means take them; they're fine and invigorating, especially first thing in the morning. But if you don't—if the first shock of cold water doesn't change into a nice tingling for you, but always leaves you blue-lipped and teeth-chattering—know that you can get just as bracing an effect from a warm bath, a short one. A cool bath should be somewhere between 65 and 80 degrees. A warm one runs from 94 to 98 degrees; a hot one is 98 to 115. Any bath warmer than tepid should be originally run tepid; then, let more hot water trickle in, until you have reached the exact temperature you want.

Once you're in your right-temperature tub, scrub, and scrub hard. Skin, you know, reacts rather paradoxically to all this— (Continued on page 113)

Opposite. This vision of Venus, painted by the imaginative Milena, glorifies that humblest of elegances—the bath. No sweet artifice has been overlooked in this bath. See how the charming cherubs are contriving, with atomizers, bath mitts, powder-puffs, to make her beautiful and fragrant...then read the article on this page and be inspired to give yourself this same sweet beauty

THE BATH OF VENUS

Paint your Lips as an Artist would

Use a brush. Use two shades of lipstick.

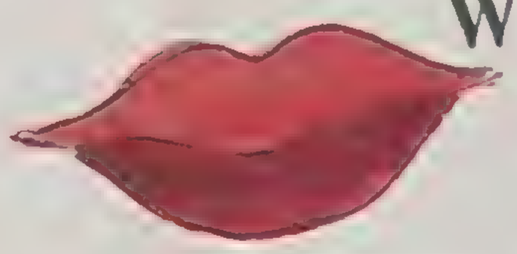
Clever brush-work plus colour blending can beautify your lips. Try these experiments.

If your lips are too full, try darkening the edges.

Dramatize a good mouth. Put blue-red on the upper lip,

orange-red on the lower. (Or the other way around, as the lady opposite is doing.)

If your mouth is too wide, fade out the corners to narrow it.



With your summer tan, in bright sun, try bright orange on the upper lip, brownish orange on the lower.

Above are four good colours to experiment with

MOONLIGHT AND YOU

Perfume Propaganda

Some drops of information on perfume—
the wartime supply of it,
the care of it, the purpose of it,
and the fatal charm of it

WHY DO YOU WEAR PERFUME? Frankly, because it's one of the great forces of attraction. It works on the senses—as a lure, a provocation, a memory stimulus. There's no logic to its lodestar attraction—you react with your emotions, not your mind.

However—make sure that your perfume is in tune with you. You must love it; feel wonderful when its aura surrounds you. You must, too, try its reaction on others—for seldom do you wear it just to please yourself. (Once in a while, perhaps—to give you an impetus when you're gloomy; or feel limp and uninspired.)

In conjunction with your perfume, you will—now that it's warm—slather yourself with Colognes and toilet-waters. Colognes have a citrus pungence added; toilet-waters are an alcohol dilution of perfume. But true perfume will be the first string to your bow.

HAS WAR AFFECTED PERFUME-MAKING? At the moment, there is enough fine perfume, and the ingredients for it, in America to last a year or two. Before that is exhausted, this hemisphere hopes to duplicate as many essential oils and bases as possible. American perfumers, and French perfumers who have established factories in this country, are ferreting out places that will produce duplicate ingredients.

Ingredients difficult to get now are these: *mousse de Chine*, an oak-moss from Yugoslavia; it gives the green colour to some perfumes. Pure jasmine from France or Palestine, used in almost every good perfume. (Last year it cost $275 a pound; this year nearer $1,000.) Oil of bergamot from Italy. And from France—violet, *rose de mai*, mimosa.

WHAT SPECIAL CARE SHOULD YOU GIVE PERFUME? First of all, keep it where it's dark and cool. Light and heat alter perfume as they alter fine wines. If you must keep perfume on your dressing-table, house it in its original light-excluding box. Store any windfall eight-ounce bottles upright in the cellar; tap them as you need. Keep each bottle stoppered tight—even if it takes your husband to open it. Larceny note: if perfume turns milky, someone's been tapping it and refilling with H_2O.

HOW MANY PERFUMES SHOULD YOU OWN? Two or three is an ideal number, experts say. And it makes sound feminine sense to find the perfect perfumes for you and remain faithful—just as you're loyal to a special few colours because they suit you. Rows of bottles may be a tribute to your charm—but much sweetness is wasting away.

How can you establish a perfume personality if you flit, like a butterfly, from one fragrance to another? Better two or three, to become alter egos. To make you feel beautiful and besought, as only the perfect, affinity-perfume can do. (It's fatal to take up a perfume because Everyone Is.) The idea is—to have your perfume mean You, definitely and forever, to beau or husband.

WHAT ARE THE BEST WAYS TO PERFUME YOURSELF? Have an atomizer for each perfume. A small atomizer, to be refilled often and defeat evaporation. Some skins bring out the best in perfume; subtly change the chemistry to make it personal. If you find this successful, spray the perfume directly on your skin. However—some dry skins absorb the perfume oil, lose the fragrance quickly. For them—perfume sprayed on the clothes or put in lockets.

Opposite
A dreamy dress, a golden moon, a summer garden—and to complete the spell, a flowery perfume. Nothing else is so right. Nothing else fits in so smoothly with the imperceptible fragrances around you. Spray a mist of mimosa or jasmine around you. Or perfume yourself with a mixed floral fragrance. Then drift into a spell-binder of a dress like this one—palest, frailest silk marquisette with thin lines of black silk lace. The skirt is yards wide, meant to float in the night wind. At the Salon Moderne, Saks-Fifth Avenue

PHOTOGRAPH BY HORST

Ain't Nature Grand

Cucumber, complexion-eering

Spinach, liquid beauty

Milk, beauty doctor

Lemons giving their all

Egged on to beauty

THE animated vegetation on this page, and the orchard and dairy products, have one thing in common...they are all in a conspiracy to make you beautiful. And this they will do almost in spite of you. Eat them, pat them on your face, incorporate them into your bath or your shampoo —no matter how you choose to use them, they will wind up, inexorably, contributing to your greater prettiness.

Milk and cream, butter and eggs, fruits and vegetables and herbs, are all wonderful for your skin, whether you take them internally or externally. Most of them were discovered, in their à la mode capacity, by one or another of the great belles of history, who seem to have spent a lot of their time dabbling in their larders for new cosmetics to use.

Lola Montez, the famous Irish beauty of a century ago, sprinkled fresh orange-juice in her eyes to make them sparkle, and lubricated rough places on her skin with a concoction of melon, pumpkin, gourd and cucumber seeds, cream, musk, and lemon. Marie Antoinette started the first beauty milk farm. (She did it out of boredom.) One French beauty—a contemporary, by the way—never left the dinner-table without taking with her a pat of butter with which to cleanse her face.

You couldn't ask for a more propitious season than right now, at the beginning of summer, for your own beauty-making excursions into the possibilities of farm products. It's time—it's always time, but it's *specially* time now—to start eating great quantities of raw and cooked vegetables and fruits. Time to start investigating the cocktail uses of vegetable-juice... perhaps spinach-juice alone, perhaps a *pousse-café* of many vegetable-juices.

And it's time, too, of course, to be scrupulously sure you're drinking at least a pint of milk a day. (Drink it in sips, and remember that skimmed milk has a full mineral content and isn't really one mite fattening—weight-watchers please copy.)

And while you have the milk-bottle out, you could pour out some fresh milk and wash your face in it...and feel, instantly, the delightfully smooth tightening of your skin. Or, instead of fresh milk—more fragrant, more pleasant—is the creamy cleanser, made by Milkmaid, which is 80% milk, and equally equable for a dry or an oily skin. Milk baths themselves, you know, have long since left the realm of mere historical gossip and become feasible, foamy fact. A particularly wonderful one is the Milkmaid's "Milk Foam Bath," which is 70% dehydrated milk.

FRESH fruits and fruit-juices are fine for softening and stimulating your skin. Of course, this sort of thing is a bit impractical *au naturel.* Crushing fresh grapes on your face would be a bacchante gesture that could easily alienate your husband's affections. But you can get the same grand circulation-stirring effect with Helena Rubinstein's "Radiant Skin Lotion" that has the juice of grapes in it. A fresh peach, neatly halved and slithered over your cream-cleansed face would feel good and smell good and *do* good...but it would be distinctly on the messy side. You'll be far happier trying Dorothy Gray's fragrant, soothing "Special Dry Skin Mixture." It's made from peach-kernel oil, grape-seed oil, and oil of oranges. And if you've never made the acquaintance of sweet almond-oil as a cleanser, you will probably enjoy being introduced to Cyclax of London's "Cleansing Lotion."

After an almond-oil cleansing, try, just once, rubbing a fresh cucumber across your face...or on rough hands and elbows... and you will be henceforth a convert to those face lotions that contain cucumber-juice. You might choose Helena Rubinstein's famous "Valaze Skin Lotion."

Citrus fruits are practically the backbone of every good beauty régime. (Naturally, you know by now that you should drink all the giant glasses of orange-juice

for your Skin

and grapefruit-juice you can.) The first step toward a clear skin is half a lemon squeezed into a glass of hot water; take it each morning when you wake up. But that's not all—indeed it's not. Try rubbing fresh lemon on your smoke-stained fingers (if that's an affliction of yours), or desk-rubbed elbows (if that is), or any other small discoloured spots. You will see the really remarkable lightening and softening accomplishments lemon has...and you'll be an enthusiast, then, for Primrose House's popular cleansing cream, "Delve."

Herbs, which have been legendary beautifiers for mystic, muddled reasons, are known now to be vitamin-full and helpful to beauty for definite reasons. Herbal teas, or "tisanes," will nourish and relax you. Externally, too, herbs contribute to beauty. The Herb Farm Shop is one of to-day's best exponents of the art of these "simples." Their herbal cleansing cream, smoothing cream, astringent, and herbal eye-pads are all immeasurably soothing, and line-and-tension-dissipating.

Helene Pessl believes in Herbal Infusions for different types of skin. She uses blue flowers for dry skins, and yellow flowers for oily skins. (For some reason, yellow flowers seem to have a more astringent effect.) She uses marigolds, camomile, and linden blossoms.

And please don't make the mistake of underestimating herbal rinses and tonics for your hair. The Ogilvie Sisters make the lesson of herbs-for-hair outstandingly attractive, with their tried and true and trusty "Special Hair Preparation."

Tressglo makes a hair rinse of nine garden-fresh herbs, which is just the thing for you if you have grey streaks in your hair, but don't want to dye it. (You'll find it most satisfactory, too, for blond hair that isn't as lustrous as you'd like it to be.) These preparations are brewed afresh for each rinsing, either by your hair-dresser or, if you're enterprising, by yourself.

When you've gone through a very trying day of it out in the wilds of the country, you can take solace in knowing your perfect pick-up awaits you in the icebox. There sits, we presume, an egg—of which you can beat the yolk and spread it on your pre-cleaned face. After it dries slightly, wash it off with tepid water (hot might tend to make an omelet).

Of course, a much nicer, neater way to have egg-yolk working for your skin is to use Elizabeth Arden's "Ardena Astringent Cream." This cream contains vegetable oils as well as the yellows of eggs, and it's particularly wonderful if your skin happens to be at all on the coarse side.

Raw oatmeal is another perhaps-unexpected beautifier. (See how surprised our horse is!) In your bath it does a heavenly silky-softening of you...best example of this is Yardley's powdered "Lavendomeal." You'll like washing your face, too, this smooth, smooth way...for which you'll have Cyclax of London's powdered oatmeal. And for a gentle cleanser, try Lavena's oatmeal powder, so good for washing sensitive skins.

Beauty borrows not only from the farm, but from the forest, too. There is nothing more hearty-refreshing than pine. Scent and soften your bath with Henri Bendel's "Pine Bath Discs." Make your tub a foamy paradise with Barbara Gould's "Pine Bath Bubbles." Dorothy Gray has an it's-so-popular-it-*must*-be-wonderful pine "Bath Essence." Jacqueline Cochran puts forth a delicious "Pine Bath Bouquet." Lenthéric offers you delectable pine oil and pine bath salts. Shulton has concocted a fine, foresty "Balsam Fir Soap."

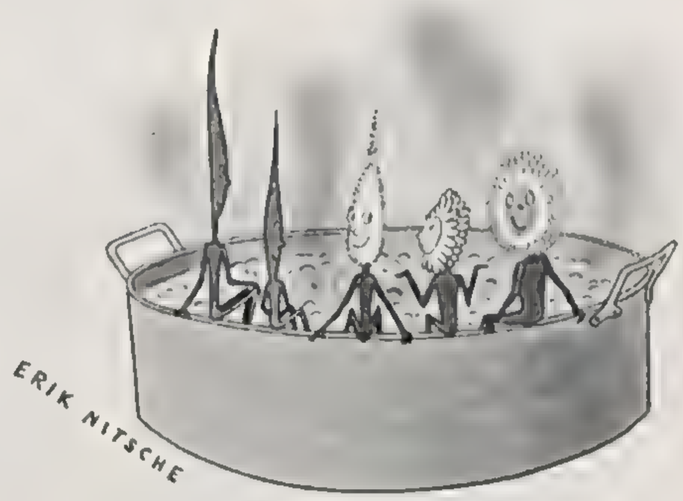
Yes...Nature can be pretty grand for your skin; there's no doubt about that. (Especially when she's supplemented and improved on a bit.) But she can be a traitor, too. For details of her villainies, and how to cope with them; for general addenda on summer skin care, see page 108.

Good pine bathing

The milky way of baths

Almonds, oranges, peaches

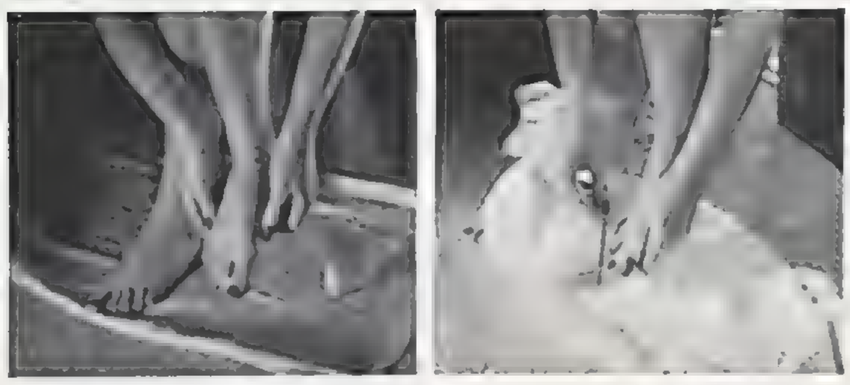
Oatmeal for allure

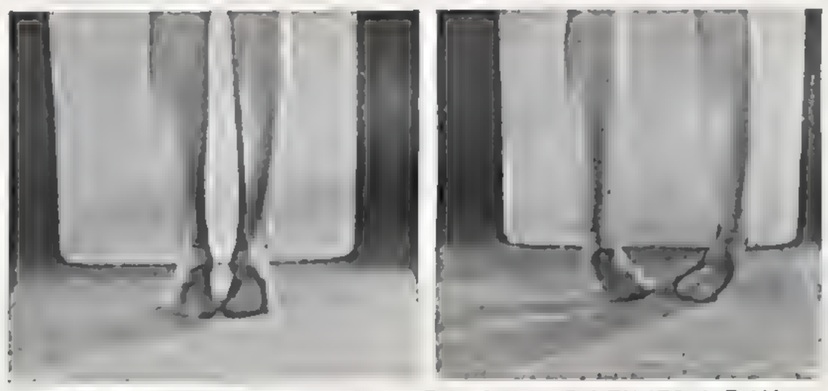


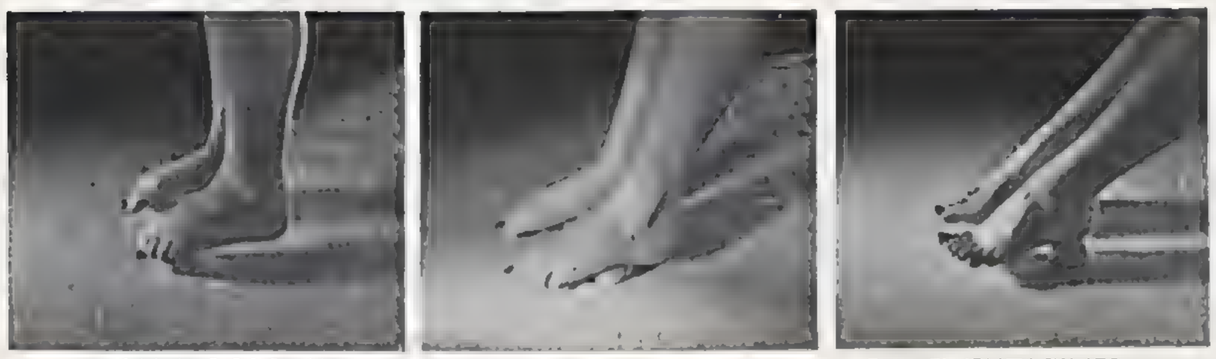
What's brewing? Herbs

Pretty hands, Pretty feet

Bare feet in the hot sand—
bare hands in the glaring sun;
these attention-inviters
invite your attention, too


CREAM AND MANICURE YOUR FEET AS YOU DO YOUR HANDS


RISE TO TIPTOE AND BEND FEET OUT; TEN TIMES A DAY


ROLL VIGOROUSLY A SOFT RUBBER BALL FROM TOE TO HEEL; TWENTY TIMES

ALL winter, you've been treating your hands like prima donnas, your feet like stepchildren. You are at the season now, however, where that unequal state of affairs can not continue. You know it will *feel* wonderful, the first time you wriggle your bare toes on a sandy beach. But you want to be sure that it *looks* wonderful, too.

This is no mere coat-of-paint matter. You must get down to fundamentals. If wearing high heels has weakened your feet so that it hurts you to walk barefoot, do the exercises shown on this page...and do them every day.

Begin this very day to give your feet the same kind of care you give your hands. Don't cut your toe-nails; file them. Use pumice stone on "pump bumps" and other little calluses. When you're in your bath, brush your toes hard with a nail-brush and soap. After your bath, rub back the cuticles with your bath-towel, and oil them with cuticle oil. Massage your feet with hand lotion or herbal cream. Use a special foot powder before you put on your stockings. And when you walk on the sand, go a little pigeon-toed; it is strengthening to the foot-muscles.

Your hands, too, will need special summer care. Wind and sun, salt water and sand, all are the enemies not only of nail-polish, but of skin texture, as well. Manicure more often, cream more often. And once a week or so, wear to bed a heavy special hand cream masque and cotton gloves. This will obviate the dry wrinkling that comes with tan. And if you are truly vain about your hands, you can protect them with a pair of those fine new Cellophane mittens, to wear on the beach, or when you're working around the house or out in the garden.

PICK UP AN ERASER WITH YOUR TOES, EXTEND YOUR FOOT OUT AND BACK; TEN TIMES

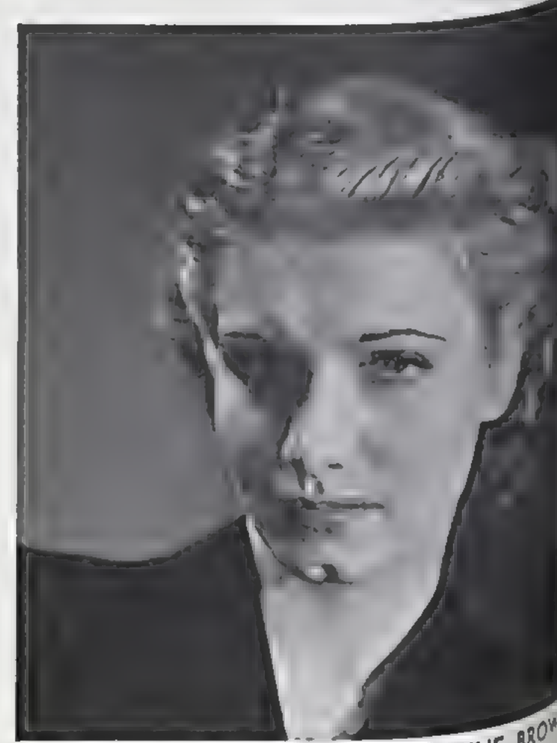
VOGUE STUDIOS

BEAUTY IN HAND: CREAM MASQUE, COTTON NIGHT-GLOVES, CELLOPHANE WORK MITTS

PHOTOGRAPH BY

WRINKLE, WRINKLE

JO ANN SAYERS, STAGE AND SCREEN ACTRESS, HASN'T A SINGLE NATURAL WRINKLE



FROWNS PUT FURROWS ON THE BROW

LAUGH, BUT DON'T GUFFAW

RAISING EYEBROWS RAISES YOUR AGE

HARD ON LOOKS—LOOKING-DOWN-THE-NOSE

DON'T PARK YOUR FACE IN YOUR HA

LITTLE STAR

Jo Ann Sayers, star in the hit "My Sister Eileen," acts out some wrinkle-causers

JUST to show you what's likely to happen to your face when you aren't looking, we present a gallery of grimaces that gradually, insidiously cause deep wrinkles. Jo Ann Sayers, young star of "My Sister Eileen," who hasn't a wrinkle on her own pretty face, very obligingly made these faces to illustrate our point.

We're not suggesting that you go around with a perfect dead-pan. If you never let an expression cross your face, no wrinkle could cross it, but you'd be the world's bore. We just warn you that constant, unconscious screwing up of the face will etch chicken-tracks all over it.

And this needn't be. So...practise an ounce of prevention. Break your grimace-habits before they get a firm grip. Or, if they've already left their telltale marks, set about erasing them. You can—with massage, creams, face-packs, exercises. We tell you in detail the specific treatment that will combat each specific set of wrinkles.... Turn to page 96.

SEW, BUT DON'T KNIT YOUR BROW

A POUT PRODUCES PERMANENT PUCKERS

NOSE WRINKLING IS NO BEAUTIFIER

SQUINT NOW, SORROW LATER

VOGUE STUDIOS—HONEYMAN

MAKE UP WITHOUT MAKING FACES

BITING YOUR LIP SPITES YOUR FACE

DON'T RUIN YOUR NECK WHILE IMPROVING YOUR MIND

VITAMINS

You need some, to live.

But you need more,

for radiant health—

the new 1941 beauty.

This article tells why

WHAT is the 1941 standard of beauty? When the history of our time is read, what adjective will be found to sum up the Ideal Woman, circa 1941?

Probably—the word will be "vital." Or, possibly, "vivid." They're both words people fall back on when they try to describe a girl who has clear eyes, a fresh complexion, white teeth, shining hair, straight, well-formed bones; who is beautiful, and, somehow, glowing.

Today's beauty looks alive. She looks well. She looks able to cope with this, one of the most stirring and momentous eras in history; ready to meet its demands. Her features may not be classically regular—but, to 1941 eyes, she is more beautiful than a girl with perfect features and nothing on the ball.

Some of this radiant vitality, this twentieth-century beauty can be traced to vitamins. To the increasing knowledge of vitamins. To the fact that the 1941 beauty got plenty of orange-juice, milk, and cod-liver oil when she was a child. To the fact that she still keeps an eye on the vitamins in her diet—more likely than not, she takes vitamin supplements in addition to her meals.

Make no mistake about it: vitamins are not a Food Fad. The discovery of their existence, the ever-increasing knowledge of their properties, is just about the most important medical advance of our century.

Vitamins actually are small quantities of chemical substances which are essential to life. The human system is incapable of making them for itself, and must obtain them from some outside source. (After it does get them, it doesn't retain them for any length of time, and has to be constantly furnished with fresh supplies.) For the most part, vitamins are formed by green plants, on land; and by algae and smaller organisms in the sea. Their existence was first postulated in 1881; definitely confirmed around 1910. Since then, the exact chemical nature of most of them has been established, and seven of them can now be reproduced synthetically.

Naturally, most civilized diets, except in war-ravaged countries, contain enough vitamins to ward off the actual vitamin-deficiency diseases (such as polyneuritis, or beriberi; scurvy; rickets; xerophthalmia; pellagra). But there's a vast difference between the amount of vitamins needed to prevent disease, and the amount needed to produce radiant health. And however well-balanced your diet, many modern foods, by the time they reach the table, have lost—through over-refinement or preparation—many of their vitamins.

Right here is where Science steps in, with its fish-liver oils, wheat-germ oils, ultraviolet rays, and synthetically produced vitamins in tablets and capsules. These come under the heading of vitamin *supplements*. They won't, and can't, take the place of a proper, nourishing diet. For example—the calcium and phosphorus in milk are as indispensable as the vitamin A content.

Don't make vitamin supplements an excuse for improper eating, riotous living, and late hours. (Science frowns on the recent New York cocktail party at which vitamin B_1 tablets—effective in combating alcoholic neuritis—were served, genially, with the drinks.) Look on vitamin supplements, properly administered, as builders of extra reserves of strength and energy, extra resistance to infection; insurance against dental troubles, gastro-intestinal troubles, and a host of other aches and pains, in later life. And look on them as aiders, abettors, and allies of beauty, right now. It's never too early in life to start taking them—and never too late.

Before discussing the specific beauty benefits of a vitamin-rich diet, we add the caution that persistent maladjustments may be fundamental, and may require the services of a doctor. In any case, your vitamin-taking can be made much more valuable by a visit to your doctor first, and a discussion of your vitamin needs with him. But certain generalities can be made, with reasonable safety, about What Vitamins Can Do for Your Beauty.

Vitamin A: Essential to the health and beauty of the eyes. It prevents night-blindness—R. A. F. pilots take it to increase their efficiency in night-flying. Also: If your skin is dry and inclined to itch, your hair dull and brittle—watch out for vitamin A deficiency.

Vitamin B Complex: Not one, but a group of vitamins, all wonderful. Most important as a tonic to the nerves, muscles, and the system in general—a stimulant followed by no letdown. Lack of one member of the vitamin B group may cause prematurely grey hair.

Vitamin C: Good for the skin, teeth, and gums. Increased muscular activity in summer calls for a larger intake of vitamins A, B, and C.

Vitamin D: Helps prevent tooth decay, even in adults, and fortifies the teeth, bones, and nails.

(*Editor's Note:* If you are interested in learning more about vitamins, their benefits, and how to obtain them through diet and reputable supplements, we recommend that you read *Vitamins: What They Are and How They Can Benefit You*, by Henry Borsook, Professor of Biochemistry at the California Institute of Technology.)

HORST

Vitamins... The Tone of Beauty

24 hour Locks for Summer...
Coiffures that belong with
wind, water, sunlight...
Coiffures that belong
with moonlight...
For the key to
these locks
see page 92

RBW

Dining on a Seaside Terrace

A MEMORABLE MEAL

Unpretentious, unforgettable — this meal in the Basque country, when the world was free

By Jeanne Owen

All honest gourmets have remembered with wistful affection Montrachets of "great" years; clarets with the proud dates '20, '21, and '23; *quenelles de brochet* cosily resting in a truffled sauce, delicate and fragrant; Scotch grouse "lately flown" from the moors.

I, too, in a recollective mood become nostalgic over the memory of a superlative pressed duck and a Pape Clement V., 1900, on a very certain evening when the world was free. But a meal which remains in a little corner of my memory, and pleasantly stirs itself into recollection at this moment, is one far more simple and unpretentious.

When I was very young, a visit to my Aunt's villa in the Basque country was an event of vast importance —an adventure discussed in detail at family conferences for at least a month. Our little family would break the journey at Bidos—a hamlet in the heart of the mountains. There we would have lunch and spend a few hours with the mother of Marie Louise, our dearly loved cook, who had long since become one of our family.

At the vine-covered door stood the round and rosy-cheeked mother of Marie Louise in her freshly starched ample skirts protected by a white apron, and wearing her very best black silk *coiffe.*

This was the setting for our memorable meal: the big, cheerful kitchen—the family living-room, where life had centered for many generations. A kitchen oak-beamed, and with a floor of earth beaten to hardness by the footsteps of a long line proud of its peasant aristocracy; racks from which hung brightly shining copper pans and kettles; and garlands of home-made sausage going through the final "cure." Near the door, a large earthenware jar of water, drawn from the well. A long oak table before the great open fireplace and, on the pot hook, the big iron soup pot—never empty.

First came the rich, hot soup well flavoured with fine, fresh vegetables from the *jardin potager* just outside the kitchen door. It was a garden sacred to *Madame la mère;* in her mind, the kitchen and the vegetable-garden were made for each other, and should be ruled by the same hand. The soup—in thanks for the goodness of the earth—was taken leisurely and in religious silence, with home-baked bread.

The *poule au pot*—that delicious regional dish of the Pyrenees made famous by a generous and gallant king of France, Henry IV.—went on simmering until time to lift it from its savoury broth by the string tied to its feet—an old custom that had become legendary. (Spearing the precious fowl with a fork was unheard of. That would break the tender flesh, the metal leaving a taste that would, after all, "vex the palate.") In good time, the bird was tenderly lifted from the pot, its fine stuffing swollen to the bursting point.

Finely chopped home-smoked ham, giblets, breadcrumbs soaked in rich milk, tiny green onions finely chopped with fragrant parsley, *fines herbes* with here and there tiny sprigs of fresh thyme, coarse salt, and the yolks of fresh eggs—almost a dozen of them!—had gone into this stuffing. The stuffing was a course in itself, sliced and served after the tender flesh and carcass of the bird had fallen away. That was the way to cook a *poule au pot,* and the delicious stuffing was always moistened with a ladleful of piping-hot delectable broth taken from the pot. When did anything ever taste so good!

But the meal had only begun. A large crock full of *confit,* put up the winter before, rested near the glowing coals. This *confit* was composed of fine cuts of young pork and geese that had been specially fed for the sacrifice, preserved in their own fine fat. When the heat had melted the fat, choice pieces could be fished out without disturbing what would be left in the crock.

Next came the large wooden salad bowl—seasoned to full perfection—overflowing with young, fresh, crisp greens picked at the last moment, each leaf carefully washed and with equal care dried that it might be properly coated with oil. A salad, with no effort at decoration, but "so good for the digestion after rich meats."

The little oil-press was taken out of the cupboard so that the walnuts could be pressed at the table, and the fresh, delicious oil flow into the salad bowl. What could be better than the fine (Continued on page 96)

Opposite: Try this sea-change for your terrace or garden table. A table-top that looks like the green waves and white foam of the ocean. It's wall-paper, from Katzenbach and Warren, varnished to make it water-proof—an idea of Laurence Colwell's. Coral and seashells from Nina Wolf. White wave motifs on grey pottery plates; from Yamanaka. Libbey crystal; Ovington. Table-linen, designed by Ann Franke exclusively for Mosse. Gorham's new sterling flat silver design, "Sovereign." Chairs; L. Colwell

WORTH's floor-length dress of gaily printed cotton that might go to the Ascot-like Grand Prix that is held at the Jockey Club in Rio de Janeiro

DESIGNS FOR SOUTH AMERICA

On these four pages—the first fashions designed by London and sent by London to South America

At the request of the British Government, London designers have made, for the first time in their careers, a collection of clothes expressly for South America. They've done more; they've sent the collection, with eighteen lovely mannequins to model it, on a tour of South America.

Partly peacetime and partly wartime is the measure. Its mission is to encourage South America to look to London as a fashion source...and to increase the export of British fabrics. The more goods Britain sells abroad, the more credit she has abroad with which to buy desperately needed war materials.

On these and the next two pages, you see some of these new fashion envoys to South America. They were photographed in London just before being convoyed across the Atlantic. Nine of London's notable designers contributed to the collection. Norman Hartnell, who designs for the Queen. Molyneux and Worth and Paquin, who dressed many beautiful South Americans in their pre-war Paris salons. Victor Stiebel. Peter Russell. Digby Morton. Lachasse. And Creed, who now designs for Fortnum and Mason.

Each designer contributed nine models. And each model is made of one of Britain's celebrated fabrics: English flannel; fine Scotch wool or tweed; Irish lace or linen; English cotton or print. All types of clothes are included—from day to dance dresses. The imagination of the latter is a tribute to the designers, who haven't seen an evening dress for eighteen months in their besieged London.

DIGBY MORTON'S cotton corduroy coat, trimmed with voile.
VICTOR STIEBEL'S blue rayon dress, embroidered with shells

LACHASSE'S blue flannel blazer and striped flannel dress.
CREED'S grey-striped dress and its grey flannel coat and hat

BRITISH FASHION ENVOYS

NORMAN HARTNELL'S white lace dress, sparkling with coloured sequins. PETER RUSSELL'S shadow-printed satin dress, embroidered with pearl beads

More British designs that Britain sent to South America.

British, too, are all the fabrics. English flannels, Scotch tweeds, wools, Irish linens, laces

PAQUIN sends these sophisticates to South America. Soft-shouldered white silk, trimmed with gold kid leaves. Frothy white lace with blue ribbons

NORMAN HARTNELL puts an Elizabethan corsage on the fitted basque of an evening dress of creamy rayon satin

MOLYNEUX sends the South Americans the black they love—this filmy dress of sequin-dotted tulle, with a snowdrop bouquet on the bodice and veil

BORROWED *from the* BALLET

You can have the enchanting look of a ballerina (without her arduous existence) in one of these frothy-skirted, devastatingly pretty dresses. Have it in white, with a flash of brilliant colour...and wear tinted ballet slippers, laced with satin ribbon

ON THIS PAGE. A skirt of misty white silk organdie with a deep flounce that becomes a bustle in back. An echo of a costume from the "Gaieté Parisienne" ballet. Brilliant pink cotton lace makes the high, prim-throated bodice. From Henri Bendel

OPPOSITE. Tremendous ballet skirts, white, triple-tiered. The first—silk organdie, with pink rayon lace; pink ballet shoes. The second—chiffon; a fuchsia and purple faille ribbon top. Both from Saks-Fifth Avenue. The décor is by James Pendleton

RAWLINGS

Money for Charity?... this way

BORN of the church supper and the charity bazaar, brought up in the friendly climate of committee-loving America, organized private charity has become our fourth largest industry, involving millions of assorted Americans. Of these, about ninety per cent. are women, both expert and amateur, and the remaining ten per cent. are top-flight executive men. The net result of their combined efforts has provided philanthropy with a pleasant, nourishing income of roughly a billion and a quarter dollars for the last five years.

Now, the needs—and with them, the committees—are growing, and all our ingenious and imaginative money-raising schemes are being stretched to include the war charities of Europe. It is astonishing, considering the millions that have been collected for ambulances and refugees, that Community Chests and Councils are able to report a nation-wide rise in donations of three per cent. or more since the war began. Repolished patriotism has evidently inspired more leaders, more workers, more givers.

So the money is there, and the will to give, and there remains, as ever, the "how" to collect it. To meet the huge budgets of such national charities as the Y.W.C.A. and the Boy Scouts, straight campaigns with rich asking rich, are demonstrably the most efficient method. A great firm of money-raising specialists, John Price Jones, has found that the same rules should be applied to all-America drives and church bazaars: like must ask from like, laundress from laundress, heiress from tycoon.

Money-raising has one tritely naked fundamental—one person asks money from another—but there is an infinite variety of sugar-coating for that grisly process. These are a few of the sterling methods that have made philanthropy what it is to-day.

MILLION-DOLLAR SPONSORS. This almost painless method has been for years one of the mainstays of the all-woman-staffed New York Infirmary for Women and Children. Once a year, the Infirmary board takes over a *Herald Tribune* rotogravure section and fills the pages with commercial advertisements. It gets the pages at cost, and sells the space for a profit of $1,200 a page, offering the advertisers the choice of such ordinarily unobtainable sponsors as Mrs. Byron C. Foy and Mrs. Marshall Field.

This adaptable little scheme has netted the Infirmary an average profit of $25,000 for the last fifteen years. But the imaginative Board of Directors, headed by Mrs. Frank Vanderlip, Mrs. Harold E. Talbott, and Mrs. Norman de R. Whitehouse, does not stop here. Faced with a large budget, they have about five theatre benefits a year, a perennial ball, bridge tournament, and mail campaign. They also grab opportunities as they come—such as selling $1 tickets to a special evening auction of the William Randolph Hearst collection, all very white tie, glamorous and profitable.

BUNDLES' BRAIN-CHILDREN. Bundles for Britain, established on a broad sustaining army of knitters, has developed dozens of little flourishes to help London's volunteer hospitals. Syrie Maugham contributes her famous decorating advice—starting at $50—for the benefit of Bundles. Twenty songs are on the air, including "Let's Stand Behind Great Britain," with royalties rolling into the organization, and more royalties from Gene Fowler's poem, "The Jervis Bay Goes Down," now in its fourth printing at Random House. Robert Dudley designed a hat for them, in a yarn-and-needle-holder style, and sales have spread over the country; Huntley & Palmer biscuits are sold at all their centres for a thirty per cent. profit. In Rochester, Dr. Charles Mayo started the banks donating all monthly balances under a dollar—with, of course, the depositor's consent. Finally, from Alaska, a trapper sent his first raw skins of the season. (Continued on page 111)

Opposite: Mrs. Byron C. Foy, known especially for her work for the New York Infirmary for Women and Children, and for the British War Relief Society, was photographed in her lovely New York house. (Decorated by Robsjohn-Gibbings, mostly in white, it is a perfect background for her collection of porcelain birds and Battersea boxes.)

With an intuitive clothes sense, Mrs. Foy is admittedly one of the best-dressed women in America. Here she wears one of the floating dresses for which she is famous

HORST · CONDÉ NAST ENGRAVING

Mrs. Byron C. Foy

The famous circus scene in

"LADY IN THE DARK"

Of all the high points of extravaganza, this circus scene is the season's most beautiful. It is part of the year's most complicated tour de force, the peak of Moss Hart's psychoanalytical drama, with its musical-comedy dreams. Here at the far left is its amazing star, Gertrude Lawrence in purple and brilliants; Victor Mature in tights; and Danny Kaye, on the opposite page, posed against a horse

KARGER • CONDÉ NAST ENGRAVING

Meshed into this scene are most of the high points of "Lady in the Dark." For in this circus set Miss Lawrence, alternating from drama to dancing, sings, with bumps, her famous "Saga of Jennie," the girl who couldn't say no. Here Mr. Mature, who looks a trifle like Lord Byron, but more like Tarzan, exhibits his muscles in magenta. Here Mr. Kaye sings his frenetic show-stopper, "Tchaikowsky"

But not only the cast can count this a high point. So can Harry Horner, who designed this set of "Liza's Circus." So can Hassard Short, who directed its intricate patterns. So can Irene Sharaff, who wittily made the costumes half Barnum, half Arabian nights, in purple and candy-pink, in gold and crashing blue, sprinkling them all with brilliants, tricking the whole lovely dream of tinsel into beauty

BRIGHT PIQUÉ—
UNDER TWENTY

Under Twenty—

Bright cotton piqués under $20 for you who are under 20 years

COME summer, and you pack any colour inhibitions away in moth balls. Your whole wardrobe blossoms as the desert. And, in the case of the clothes on these two pages, that's no figure of speech. All of them come in Desert Flower Colours —vanguard of the new bright piqués that are making their appearance this year.

It's news—the appearance this summer of cotton piqué in bright colours. Heretofore, you cherished piqué in white and pastels. This summer, you'll also love it in vivid shades. Such colours as Devil's Brush Orange, opposite, Fireheart Red, Cactus Green, Salt Lake Blue, Mesa Tan.

Bright piqué, like white, is crisp and sure-of-itself. It goes through hardships like city humidity, country activity, summer-night dancing without a qualm. It makes trip after trip to the laundress and comes back soap-and-water fresh. (Neither sun nor wind nor suds affect these fine colours—the piqué is Everfast.)

Take your choice of these new piqués—and take them into your young life. Any of these costumes belongs on your schedule, whatever it is this summer.

• Cotton piqué costumes on both pages from Lord and Taylor, New York; The J. L. Hudson Company, Detroit; Meier and Frank, Portland, Oregon.

Piqué town dress—
jacket plus skirt.
Pay around $11

Piqué country dress—
miles of rickrack.
In lovely desert colours. About $11

Piqué dinner-dress—
basque top, white frills,
spreading skirt. Under $20

Piqué dirndl—
for an R.F.D. address.
Yours to play in, for about $11

Opposite:
Devil's Brush, a Desert Flower Colour,
for a dinner-dress with a lacy ruff. Under $20.
With it—Shulton's Devil's Brush lipstick

PHOTOGRAPH BY RAWLINGS

Two-ocean bathing-suits

STRIPED BENGALINE. Somewhat brief, somewhat flared—Sea Molds suit of bengaline Lastique. $5.95; Franklin Simon

CANDY-STRIPED POPLIN. Longest of bodices, shortest of skirts for this blue-and-white striped suit. $6.95; Altman; Jays, Boston

STRIPED WOOL—welcome in all waters. It's a Sacony suit, green-and-white. $8.95. With it—a Seamless rubber cap. Best

BLUE LINEN. Most appropriate colours for *any* ocean—sea-blue and white. Suit of McBratney linen; $10.95. From Best

Opposite

Red wool—wool bathing-suits are again riding the crest of the wave, Atlantic or Pacific. There are two parts—a slim princesse dress with elongated straps, a pair of brief separate shorts. Around $12, at Macy's; I. Magnin

PHOTOGRAPHS BY TONI FRISSELL

WOOL— AND KNITTED

STRIPED HAT, WHITE SUIT

White comes to Town

OTHER summers, you wore *some* white in town, but never to the extent you'll wear it this year. As we predicted in May 1 Vogue, great expanses of white are the newcomers to town—and here is more substantiation. This summer, for instance, you'll cover your town prints with the wonderful white piqué coat that's shown below. You'll wear predominantly white checks and prints. You'll have a full quota of white jackets and white hats. You may go out late some afternoon in an all-white shantung suit, like the lady opposite.

Photographed with her is the young Greek boy who, with his flower-laden burro, was one of the most appealing figures on Fifth Avenue this spring. Boy and burro appeared in behalf of the Near East Foundation's Greek Emergency Fund—to help raise money for that desperately urgent cause, the stricken people of Greece.

TRUDE FLEISCHMANN

THIS PAGE, top photograph. One very metropolitan way to wear white—white-and-blue Tattersall check rayon dress, and blue wool jersey bolero. $30. Add this white straw Breton, white gloves; navy-blue shoes, bag. From Altman; Marshall Field and L. S. Ayres

RIGHT: On the first girl, a white wool-and-rayon jacket, blue skirt. $15. Debcraft dotted blouse, $3. Altman; Marshall Field

• On the second, a superb coat of white piqué, brass-buttoned. $30. White tricorn. At Altman; Marshall Field and L. S. Ayres

OPPOSITE: On the lady pausing to contribute to the Near East Foundation's Fund—a suit of white silk-and-rayon shantung, stitched in black. $30. New striped hat, white straw bound with striped jersey. Bonwit Teller; Marshall Field; Neiman-Marcus

Dresses that pass for Suits

If ever there was a happy solution to the knotty problem of what to wear on stifling days in town, this is it. Some people will call it a suit. Literally, it's a two-piece dress. Cool and citified, easy to slip into, it has all the virtues of a suit ...intentionally omitting the blouse. Here are five excellent new examples:

• FIRST RIGHT: Though it impersonates a suit, it's a two-piece dress...and weighs no more than a dress. The jacket-like top has tortoise-shell buttons, the skirt is gored. Stripes as trim as on a man's cravat—blue, white, and brown ones on rayon crêpe. $45. Top with piqué Breton. All; Saks-Fifth Avenue

• SECOND RIGHT: Another of these two-piece dresses that mothers like as much as daughters. This is of sheer brown rayon crêpe. Pearl buttons fasten the peplum jacket. $45. Fill in the V with more pearls, add white gloves and this white straw toque with light brown quills. All from Milgrim; Marshall Field

• LEFT: From May to September, you can count on this engaging outfit. Pink flowers, those complexion flatterers, dot the black silk crêpe. Black grosgrain collar on the peplum jacket. $39.95. Add pink or white Richelieu pearls, a pink hat or this enormous black straw one. From Franklin Simon; Carson Pirie Scott

• BELOW LEFT: A two-piece dress oblivious to soaring temperatures. Cool brown-and-white printed rayon. A short-sleeved jacket-top that buttons over a slip—the skirt is box-pleated. $29.95. Pretty accomplice—this brown shantung-baku hat edged with a band of white piqué. All; Arnold Constable

• BELOW: A dress that New York has taken to its heart—so neat, so cool, so many-purposed is it. Half white (expanses of white are news in town), half navy-blue rayon crêpe is the top. All-blue—the skirt. Dress; $29.95. Complements are white gloves and a white straw-cloth hat. All; Arnold Constable

RAWLINGS

Café-Black Dresses

They're the *nth* degree of dressing, short of long skirts—these café-blacks. They're wicked, alluring, with all-black addenda—even sheerest black stockings! They're meant to charm soldiers-on-leave—over cocktails; at dinner; on a whirling dance floor

Ripples of black Chantilly lace on this little-party dress of black sheer rayon, by Pattullo. $69.95 at Saks-Fifth Avenue

A café-black charmer of sheer silk, designed by Germaine Monteil. $69.95 at Bonwit Teller; Bullock's-Wilshire, Ransohoffs

Left: Angel sleeves lined with lace prettify a Celanese rayon dress— for late P.M. to early A.M. $29.95. Milgrim; I. Magnin

Serenely simple, inviting jewels— this black Enka Rayon dress. Add a huge black tulle cart-wheel. Dress, $29.95; Milgrim; I. Magnin

VOGUE STUDIOS—HONEYMAN

Linen Suit... Mainstay

Designs for Dressmaking

Cut out for town or country—this cool linen suit. You (or your dressmaker) could emulate the same colour-scheme: lime-green, russet, garnet, and white for the plaid jacket and skirt; lime-green shirt. Nice with brown Milan hat, lime-green gloves. Additional assets: linen's air-conditioned, porous surface; linen's supreme amenability to tubbing. Jacket 9096; Skirt 9088; Shirt 8990

BACK VIEWS AND SIZES ON PAGE 95

Linen Dress... Mainstay

Designs for Dressmaking

Cut out for the country—this cool linen dress. (Crisply fresh, a commuter to the laundry—that's linen.) The simple dress is made here in russet-brown, with twine-stitching of natural linen thread. You might make it (or have it made) as photographed—to wear with green-banded white hat, white gloves. It could go to town, too, in the morning, with all-green hat, green gloves. No. 9065

Town Tropics... Summer 1941

It looks like tweed, but it's woven cotton—this expertly tailored suit with a piqué blouse buttoned to the skirt. $25. It's a Charles Armour design, at Saks-Fifth Avenue

More and more, suits are becoming as much of a uniform to women as to men. Day in, day out, all year long, women wear them. When temperatures soar, they switch to feather-weight ones...just as men turn to their tropical or Palm Beach suits.

Feminine counterparts to men's tropicals are these suits...and equally well tailored. Light, cool cotton woven to look like tweed, crisp blue shantung, and white suits...for white now comes to town.

Cool dark blue shantung—that 1941 favourite—in a belted dress-jacket that is worn over a skirt with pleats in the front. $29.95. Bonwit Teller

Like men's "tropicals"—these suits of white raw silk. One fastens with pearl buttons, one with a fly-closing. Each $80. Natural-coloured Panama hats. All; Bergdorf Goodman

EARLY AMERICAN

Friendship's Garden

A COMPANION FRAGRANCE TO OLD SPICE

A SHULTON ORIGINAL

*Trade Mark Reg. U. S. Pat. Off. • SHULTON, Inc., 5th Ave., N. Y. C. • Hoboken, N. J.

SO CLEAR THE BELLS UPON THIS DAY

There is no woman in the world who cannot tell you for the rest of her life exactly what the weather was upon her wedding day . . . what something old and new and blue she wore . . . with just what notes the carillon sang for joy . . . for these are matters of more than passing moment to be treasured for life by all the race of women. That is why each mother of young daughters or sons in love uses her influence to see that no delightful detail or traditional form be lost to them. Her interest begins with the selection of their diamond engagement ring. Knowing from her own lifetime's experience how bright a symbol of this halcyon young world their diamond will become, she urges them to spare neither the expense nor pains to make it worthy. She insists that, aided by a reliable jeweler, they seek a diamond notable not for mere size but for color, cutting and absence of imperfections to reflect their love's young glory. Often, gifts from the bright treasury of her own happiness make other sparkling accents of pure, traditional diamond radiance to the young bride's costume . . . add crystal, permanent notes of this day's beauty to her life to be.

THE CATHEDRAL AT ROUEN, PAINTED BY BERNARD LAMOTTE, M.L.

Current Prices of Unmounted Quality Diamonds. (Exact weights shown are infrequent.) Size alone does not determine values. Purity, color and excellence of cutting affect the price. Many fine jewelers will arrange payments for diamonds over an extended period.

One-half carat, priced **$100 to $250**

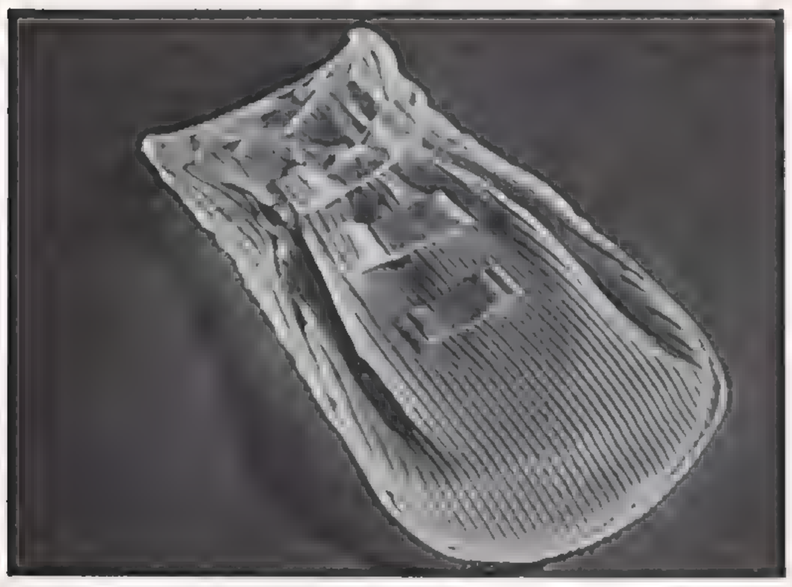
One carat, generally **priced between $325 and $600**

Two carats, **generally priced from $900 to $2000**

Three-carat stones **from $1500**

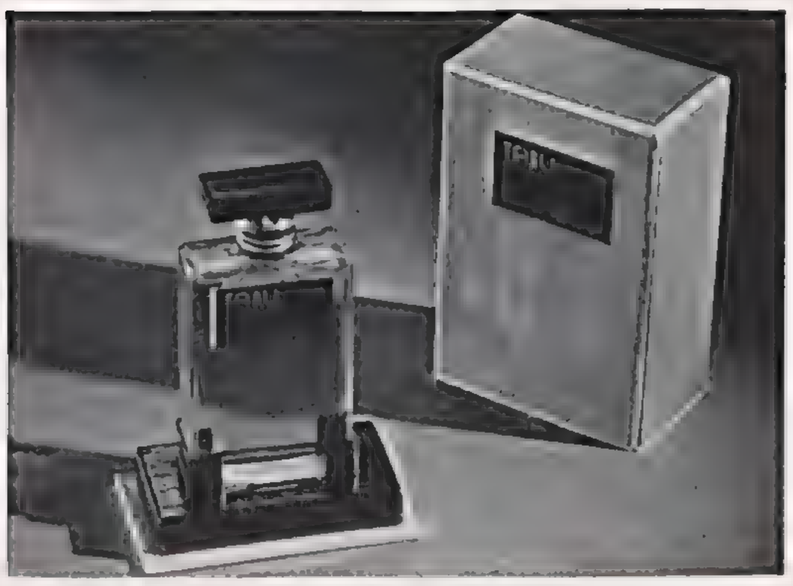
DE BEERS CONSOLIDATED MINES, LTD., AND ASSOCIATED COMPANIES

DISCOVERIES IN BEAUTY



After your tub, you'll love flourishing the Frances Denney corduroy bath-powder mitt, "Pat Me." Its lining will keep your hands free from powder. Altman

Gaston de Paris' sturdy bottles hold Cleansing Lotion, Night Texture Lotion (both "Extra Rich"), and hand lotion. Saks-Fifth Avenue has them



"Tabu," the "forbidden" perfume, remembered by Europeans for its haunting, lasting aroma, now makes its début in the United States. Jay-Thorpe

VOGUE STUDIOS

The pink plastic cylinders of Shulton's new series, holding the delightful "Desert Flower" make-up and bath essentials, can be refilled. Lord and Taylor

NEW CONTROLASTIC*

Vel·o*weave

IT GLEAMS • IT GLOWS • IT FLATTERS

*Reg. U. S. Pat. Off.

for Streamlined Beauty at the Beach!

YOUR ASSURANCE
OF SCULPTURED BEAUTY

Smart, slim as a pin are these swim suits made of VEL·O·WEAVE . . . glorious new fabric that combines gleaming satin with soft, wooly nap. And when you feel the lightness of this rich-textured cloth you'll marvel how it can mold the figure as smoothly as a girdle. It's woven with CONTROLastic . . . the elastic that really *controls;* that's why. Because CONTROLastic yarn is multi-ply, it can "take" the broiling sun, salt water—even your suntan oils—and keep its figure-controlling power all summer long!

ILLUSTRATED: Futurama and Penny Polka VEL·O·WEAVES . . . in lovely color combinations . . . white with sky blue, with aqua, fire red, tropic sun—and all white. Created by LEE KNITWEAR of New York, VEL·O·WEAVE suits are jersey-lined and sold in the better stores for about **$5.00.**

Firestone CONTROLastic, the only multi-ply elastic yarn, is a product of the Rubber & Latex Products Co., Fall River, Mass., and Empire State Building, N. Y.

ADD ONE SIMPLE STEP
TO YOUR BEAUTY ROUTINE WITH
Bellin's Wonderstoen
Dry-Method Hair Eraser...Painless...Odorless

For lovely legs gleaming through smart, sheer hose . . . for arms smooth as satin . . . for a gay, young, well-groomed look . . . use the magical rose-tinted disc of WONDERSTOEN that swiftly erases unsightly hairs.++It's safe. It's odorless. It can't burn because it has no acids or irritants. It can't leave a stubble because it doesn't cut the hairs . . . just rubs them off swiftly—painlessly. When they come back . . . a quick once-over with your WONDERSTOEN, and they're gone again in a jiffy!++BELLIN'S WONDERSTOEN isn't new, fastidious women have been using this quick dry-method of erasing hair for more than 30 years. It's the gentlest, pleasantest way to remove hair. And it adds next to nothing to your beauty budget, because a single disc of WONDERSTOEN lasts and lasts for months.

WONDERSTOEN for Arms and Legs $3.00
WONDERSTOEN for the Face $1.25
NEW—After Wonderstoen, for added skin allure use Bellin's Skin Lotion.....$1.00
On sale at drug and department stores.

Bellin's Wonderstoen Co.
1140 BROADWAY, NEW YORK CITY
Write for fascinating booklet "V"

DISCOVERIES IN BEAUTY

Dorothy Gray's classic Floral Fantasies find their new, refreshing summer supplements, "Siren" and "Sweet Suggestion," in dainty, scroll-shaped bottles at Altman

Heads up for summer! Delettrez Liquid Chin Strap provides an invisible, translucent "lift" for tired throats and chins. This secret of the swan is at Bloomingdale's

"Djer-Kiss" presents a lipstick in a gaily striped green-and-gold case, a foundation film in four shades, a face-powder, finely spun to resist summer winds. Macy's

VOGUE STUDIOS

Prince Matchabelli's "May Flower" prophesies a gay, sweet summer, mingling varied floral scents against a background of wild clover. This is at Bergdorf Goodman

Putting him in a Mood for *Matrimony*

A LESSON IN

How to Become Some Man's Dream Girl—for KEEPS

Your romance is in a crucial stage. He's taken you to movies, and out to dance several times. *Now* what? Are you going to simmer down to just another telephone number in his little black address book—or are you going to give him such an acute case of Dream-Girl Fever that he spends his lunch hours pricing solitaires? It's up to you, lass! If your technique's Right, you win. If it's Wrong—well, make it Right—

1

to get huffy or possessive when he smiles at another female. You have to give a man *some* rope, or what's he going to hang himself with?

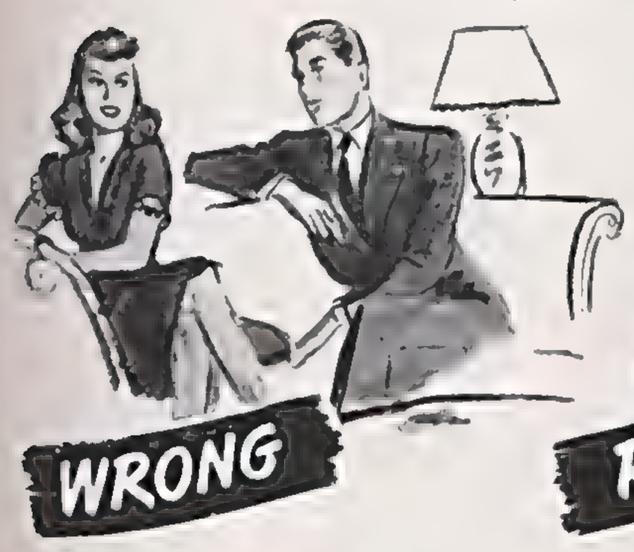
to make mighty sure that no other girl can make you look faded! That's where your complexion casts the deciding vote. When he looks at you, let him see a complexion that radiates the loving care you give it with Pond's every night. The Other Woman menace will vanish into limbo.

2

to take him at his word when he phones for a last-minute date and says, "Don't fuss—come just as you are!" He may *think* he means it, but when he sees your face buried under a layer of smudge and stale make-up, the disillusion will be terrific!

to improve the golden moments between his call and his arrival by whisking through a quick Pond's glamour treatment. **1.** Slather Pond's Cold Cream over your face. Pat like mad with your fingertips. Wipe off with Pond's Tissues. Then "rinse" with more Cold Cream to dispose of the last smitch of dirt and old make-up. **2.** Over your immaculate skin, spread a thick white mask of Pond's Vanishing Cream. Remove after 1 full minute. *Then* wield the powder puff and you'll glitter with glamour!

3



to hold him at a coy arm's length so long that he gets discouraged. Love can't thrive indefinitely on a starvation diet!

a little close-range eye-making and such. Extremely effective unless a close-up of your face reveals clogged pores and a network of squint lines. Help keep pores, "dry" lines and blackheads from blighting romance by thoroughly cleansing and softening your skin with —Pond's Cold Cream—*every night!*

4

Fatal, in fact! To fumble nervously in your handbag for a powder compact when the poor fellow is desperately working himself to proposal pitch. He may never reach that point again!

to encourage him by looking sweet and *knowing* it! No distracting worry of bleary make-up or glistening nose will give you the fidgets, if you have used that amazing 1-minute mask of Pond's Vanishing Cream before your date. The mask smooths away little roughnesses—gives your skin a glorious "mat" finish that you can *trust* to hold powder right through the crisis!

being just terribly brave and noble when he half-heartedly courts you for 7 years without mentioning churches and ministers.

Close the deal while it's hot! Get going *now* on a sweep-him-off-his-feet complexion! Here's a dotted line to sign on—it isn't a wedding license, but one may well follow!

POND'S, Dept. 11-CVE, Clinton, Conn.

I'd love to try the same Pond's complexion care followed by Mrs. John Jacob Astor, Mrs. Anthony J. Drexel, III, Mrs. St. George Duke and other leading society beauties. Please send me Pond's Special Beauty Ritual Kit containing Pond's Cold Cream, Pond's Vanishing Cream, Pond's Tissues and Pond's Skin Freshener. I enclose 10¢ for postage and packing.

Name.....

Address.....

This offer good in U.S. only

BY APPOINTMENT TO THE ROYALTY OF AMERICAN SOCIETY

America's Loveliest Debutantes wear HELLER Cultured PEARLS

Women envy . . . men admire . . . the woman who highlights her costume and points up her personality with luminous Heller Cultured Pearls. Treasured always for their eternal loveliness, these oyster-grown gems of the sea are tomorrow's heirlooms — correct for every occasion, every costume. Perfectly-matched and graduated —from $12.50 to $1,000, with solid-gold, diamond-set safety clasps. L. HELLER & SON, INC., FIFTH AVENUE, NEW YORK

Josette Guevara Daly
exotically beautiful, vivacious New York debutante

Josephine Johnson
strikingly attractive—one of the most popular debs

Barbara Jellinghaus
lovely debutante member of a famous New York family

AT BETTER JEWELERS

HELLER

Certified CULTURED PEARLS

Treasured Gems of the Sea, Grown in the Living Oyster

24-HOUR LOCKS FOR SUMMER

(Continued from page 60)

HERE's the key to arranging the day-into-evening coiffures you saw on pages 60 and 61. Side by side—the sunlight version, its moonlight metamorphosis. The trick is to pin up your hair during the day—during the sports you do—as a sort of preparation for your evening coiffure. As you dress for the evening, brush it out, add flowers or jewels—then admire your fine coiffure.

Day: Pin hair tightly in big snail curls, back and front. Stays through swimming, prepares for the evening—see right

Night: The alter ego of the coiffure at the left. Comb the snail curls into fluffy cylinder curls. In back, pin a bow of beads

Day: Wear a bandanna that will cover one side of your head and your back hair. Make neat roll of hair on the other side

Night: Wear a braid (real or acquired) like a tiny crown. Brush your front hair around it, put back hair into low curls

Day: Wear bows and bangs, little-girl style. (Braid long hair into pigtails.) It keeps your hair neatly off your neck

Night: Twist your back hair in a severe French roll (disguise for untidy ends). Soften the effect with flowers above ears

Day: If you don't want to have your hair combed out after a visit to the hair-dresser—pin it up in a scarf like a nursemaid's

Night: Brush your hair into a cockscomb of soft curls, over sleek sides. Keep in place with little combs—perhaps jewelled

Deep Sea Magic

IN MAKE-UP by Elmo

On the crest of Fashion's wave . . . Spring costumes in glorious Deep Sea Colors . . . and Elmo's exciting new make-up that will make a siren of you. It's utterly smart – and very, very flattering. Elmo Lipstick, Rouge and Eye Shadow in Deep Sea shades are climatized* to help protect your loveliness against climatic extremes. The pearly translucence of Ralo Face Powder in a harmonizing tint completes your Deep Sea glamour.

Fire Coral

LIPSTICK, DRY and CREME ROUGE reflect the flaming glow of this rare deep-sea treasure. A brilliant note for grey, beige, pastel and muted tones.

Fathom Red

LIPSTICK, DRY and CREME ROUGE rich, luscious red with rose overtones. Dramatic accent for deep-sea costume colors. Stunning with black or brown.

*Reg. U. S. Pat. Off.

DEEP SEA MAKE-UP includes Lipstick, 1.00 Creme Rouge, 1.00 Dry Rouge, .50 Eye Shadow, 1.00 Ralo Face Powder, 1.50

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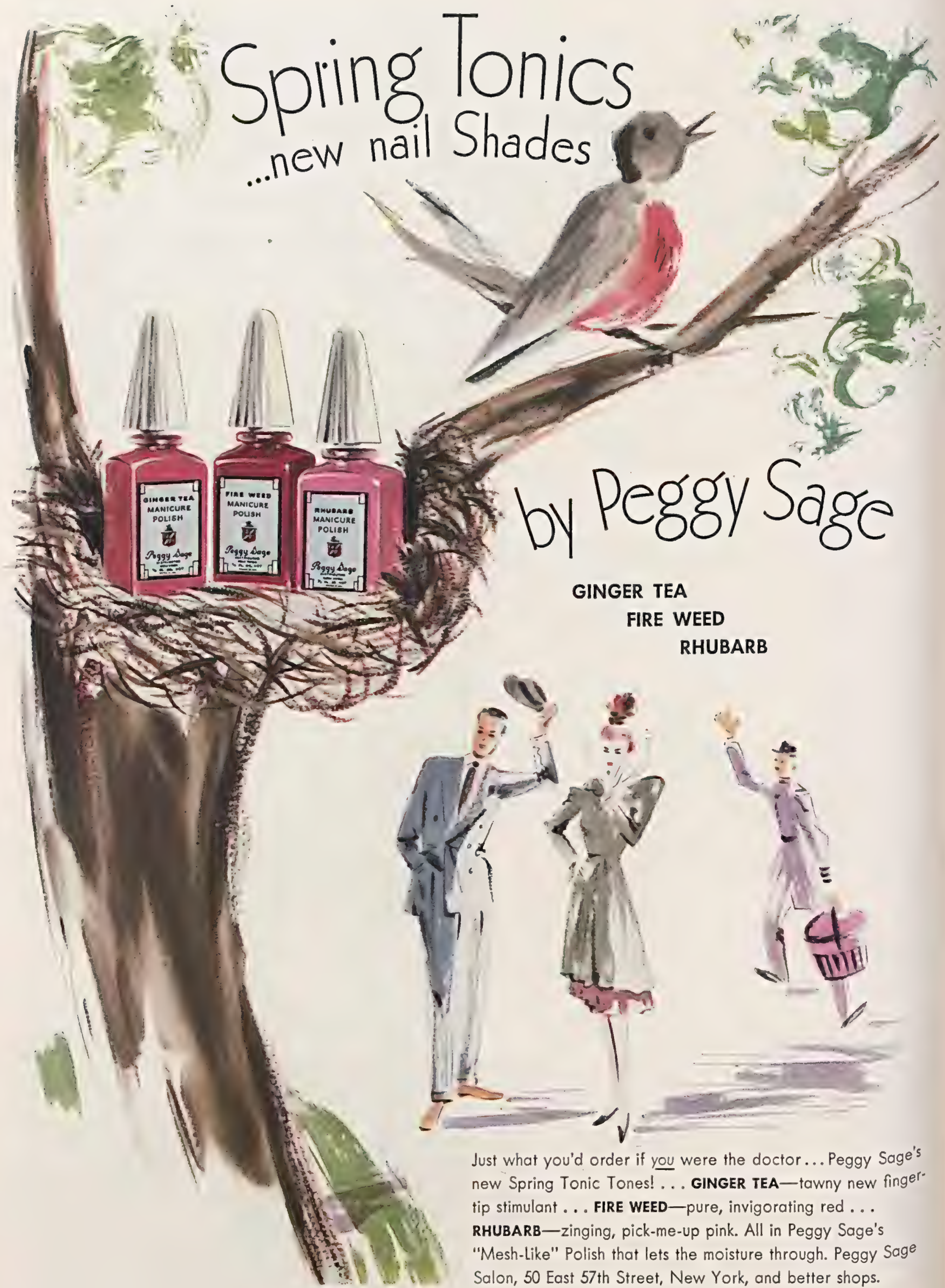
Spring Tonics
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Just what you'd order if you were the doctor... Peggy Sage's new Spring Tonic Tones! . . . GINGER TEA—tawny new finger-tip stimulant . . . FIRE WEED—pure, invigorating red . . . RHUBARB—zinging, pick-me-up pink. All in Peggy Sage's "Mesh-Like" Polish that lets the moisture through. Peggy Sage Salon, 50 East 57th Street, New York, and better shops.

SUMMERTIME—AND YOUR HAIR

In the summer, you shouldn't expect your hair to have the pampered, out-of-the-band-box look that you strive for in the winter. Nor can you let hair be a spoil-sport that interferes with swimming and other active sports fun.

Face the fact that, during your vacation, you'll probably be out of reach of your favourite hair-dresser. Go to him before you leave, let him shape your hair (perhaps cutting it very short if that's becoming), and give you a permanent. Have your permanent enough in advance so that it can be reset at least once before you leave. Get professional advice on how to handle your own particular hair problem and how to set your own hair while you're away.

The first hair rule of summer is not to let sun and wind burn and dry your hair so that it takes all autumn to get it back into shape. It's so easy to keep it in good condition by that old ounce-of-prevention method. Don't sit for hours in the sun with your hair unprotected. Don't leave salt and sand in your hair. Don't think that ducking your head under a cold shower is the antidote to salt and sand; it's actually a shock to the delicate nerve-endings of the scalp. (Remind your husband of this—men are bad offenders.)

The Ogilvie Sisters, whose word is practically hair-law, say that salt water and sand should be cleansed out of the scalp and hair each day with a good medicated cleansing lotion. They make this "Special Hair Preparation" for both oily and dry hair. They also make a sort of sun screen for your hair—a lotion called "Protecsun." It's a light oil that you spray on with an atomizer or apply sparingly with cotton. It screens off the burning, damaging rays of the sun, but allows fresh air and sunlight to do their vitalizing best for your hair. This is another hint you might pass on to your husband—dry, burnt hair is no more becoming to him than to you.

Parker Herbex also makes a sun and sea-water hair protector, called "Herbex Number 3," which you spray on before going out in the sun. If you rub their "Standard Yellow Ointment" into the scalp as well, you can take a firm stand against the efforts of wind and sun to take the colour and oil out of your hair. Even salt water won't gum up your hair if it meets a combined ointment-and-lotion resistance.

All during the summer you should have oil shampoos to keep your hair soft. If you wash your own hair, use the Ogilvie Sisters' "Reconditioning Oil" to give yourself a hot oil shampoo. Heat the oil, apply it to your scalp with cotton, and wrap your head in a hot towel for a few minutes. Then give yourself a thorough shampoo—the yellow of an egg broken into the suds on your head adds that much more to your hair conditioning.

But unless it's absolutely impossible (you being marooned on a desert island for the summer)—try to have a good professional hair treatment at least once a month. Herbal rinses will help keep the colour and lustre of your hair. Tressglo makes a good one.

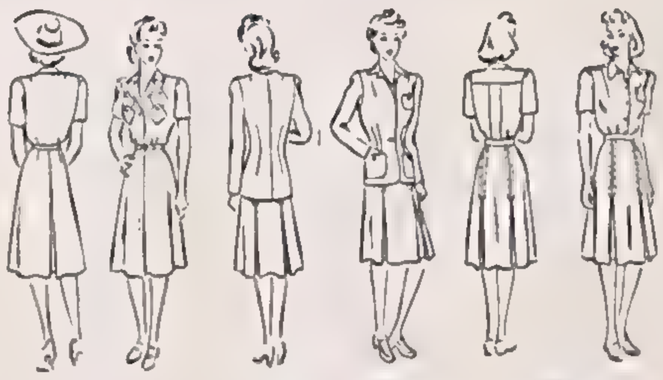
If you dye your hair, you must be even more cautious with the summer sun. Wear a big hat or a loose scarf over your hair (tight ones keep out the air), and use protective lotion, as well. If your hair is grey or white, keep out of the sun and use a little more bluing than usual in your rinses. If yellow streaks do creep in, you can remove them by mixing equal parts of Herbex Number 3 and peroxide, applying it with cotton twenty minutes before your shampoo.

Brush—brush—brush your hair in the summer. If you wear it long, loose, and quite straight, it's pretty only if not a hair clings to another. If you wear it in short summer pigtails to keep it off your neck, it should be brushed into a high shine before braiding it. If you wear it short and curled, brushing will help encourage the curl. Pro-phy-lac-tic makes a new rolling type brush especially for this. It's designed in a curve and keeps its contact with your scalp as you brush. Brushing not only gives a sheen to your hair, but helps keep it clean. It clears the scalp of dust and oily deposits.

Your hair is an important part of your beauty—a part that men particularly notice. It is a true barometer of your neatness, your fastidiousness, and your health. Let it express the best of each of these characteristics.

DESIGNS FOR DRESSMAKING

Here are back views of the Vogue Dressmaking Designs on pages 84 and 85. No.9096, "Easy-to-Make"; No. 9065 and No. 8990 are in sizes 12 to 20 (30 to 38); 40 and 42. No. 9088 is in 25 to 32 waist



VOGUE PATTERNS MAY BE PURCHASED IN THE IMPORTANT SHOPS IN EVERY CITY, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 21 DUNDAS SQUARE, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 112.

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Body moisture, which is trapped and held in the hollows under your arms, quickly turns rancid and an offensive odor results.

How can you avoid it?

You can check BOTH perspiration and odor safely and effectively with Liquid Nonspi. Nonspi is safe, harmless to skin or clothing when used as directed, and can be applied as often as needed. Nonspi will not sting or smart and dries almost instantly.

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A MEMORABLE MEAL

(Continued from page 63)

flavour of fresh walnuts blended with chicory and tender romaine?—a kind divinity had intended it that way. A miser's portion of vinegar in which tarragon leaves had been steeped; salt; freshly-ground pepper from the little hand-mill; and, crowning encouragement for a zestful salad, a sprinkling of chopped chives.

Little ten-year-old Jean was sent to the cellar to pick out a fine cheese made on the farm. "Take it from those on the left," advised *Madame la mère,* for they had been aged a year, covered with coarse salt, and turned frequently as a religious rite. A cheese worthy of a novena topped the meal.

The wine? No Pape Clement V. here; no dates to remember when trying to surpass rival gourmet raconteurs. Just a simple "little" wine from the vineyard of Monsieur Lacombe in the valley, modest but not without its merit. "*Des petits vins sur place,*" with no other ambition than to serve as a daily blessing. We children had our share also; diluted with water.

Then came coffee—what luxury! —and a small glass of Izarra, *liqueur du pays* for the grown-ups; and for Jean, Jeannette, and Suzanne, luscious velvety peaches from the carefully-tended trees espaliered against the sunny garden wall; each delicious peach protected and watched for disfiguring spots. Better to have a few perfect ones than a harvest of mediocrity.

During the relaxation of perfect digestion, stories were told to the children—stories with all the enchantment of distance and legend—of castles and cathedrals built by benevolent mythical beings who were permitted to work only by night.

Then a conversational drop to the routine of every-day life; how many pigs one could expect this season?... was the *récolte* promising?... All these homely details dotted by old proverbs that had served for untold ages when one could not find new words to express the wisdom necessary at the moment.

The time came to go on with our journey—the time to say good-bye until the next holiday.

Things as they were! The hills overspread with deep blue bloom; the winding road edged with ferns, wild pinks, and goldenrod; the ivy-covered walls of a forgotten castle alive with ghosts, and tellers of witching tales; the enchantment of childhood, the gift of wonder—are they still part of our world? Yes, they are here; we still have them. For, "as long as they are remembered, they will always be."

AWAY WITH WRINKLES

(Continued from page 57)

You saw, on pages 56-7, the ugly results of screwing up your face. That is just one cause of wrinkles. You'll get wrinkles from allowing your skin to get too dry; from bad posture; from the kinds of faulty eyesight that lead to squinting. If you notice that you are getting wrinkles—look first for the cause. Correct that—then proceed to correct the wrinkles. Here—some ways.

Vertical Forehead Lines. First, see your oculist. Your squint may be astigmatic—or merely the result of peering into the sun without dark glasses; or just a habit-squint. Go to work on those lines with massage. Using your two middle fingers, work up from the sides of the nose out over the eyebrows, with a heavy emollient cream. Buy frown-stickers—little wing-shaped pieces of court-plaster, and paste your wrinkles flat at night or while you're reading or working around the house.

Nose Wrinkles. Again—a squint's the villain. Or a *moue.* Using cream, pat the wrinkles out on each side of your nose.

Horizontal Forehead Lines. These may come from worry, or unconsciously lifting your brows to express every emotion from surprise to boredom. Cream your face, clasp your hands with palms on forehead. Unclasp your hands slowly, dragging your palms gently across the wrinkled area. At odd moments, paste stickers over the wrinkles.

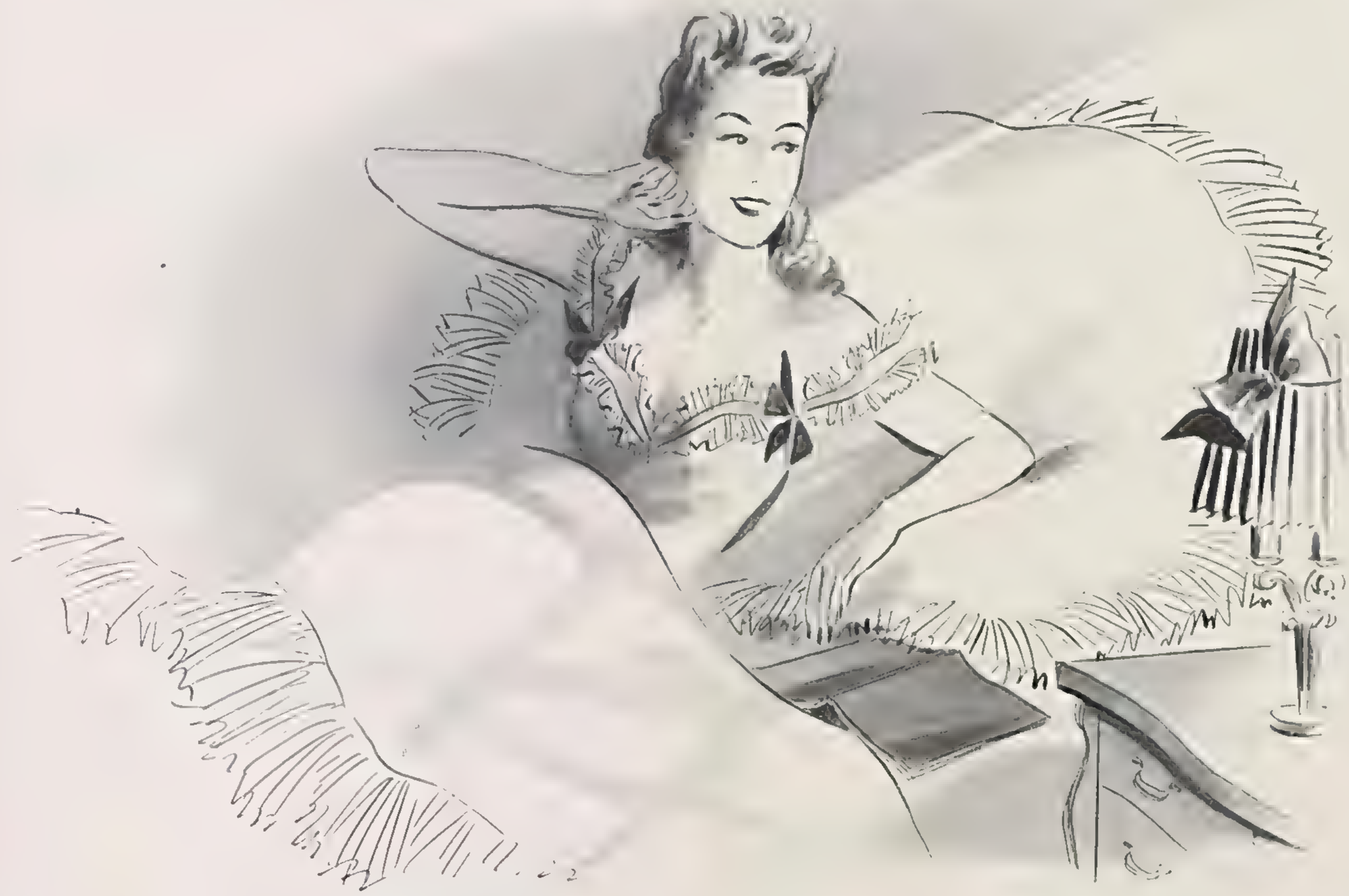
Lines Under the Eyes. Sun causes these; or expression. Use heavy eye cream. Patting alternately, with the cushions of the second and third fingers, start at the nose and work ever so gently outward. Continue till the cream seems to have disappeared. Never try anything as strenuous as massage on this delicate skin. Occasionally—use those fine herbal eye-pads.

Lines Around the Mouth. Watch your facial expressions, if you have these. And beware of dry skins. Help smooth them out by using the tips of your fingers to pat upward from the centre of your chin to the tips of your ears. (Your face creamed, of course.) Or go to a facial masseuse who can manipulate the muscles correctly.

Neck Lines. Be terribly careful about your posture, if you have these. The way you sit, the way you stand has much to do with them. Always give your neck the same treatment you do the rest of your face—often the skin here is allowed to dry out. Do a few exercises for three or four minutes each morning. Tauten all your neck muscles. Shake head from side to side; bob it up and down. Roll head on your neck.

Jawbone Wrinkles. These are the ones that start at your cheek and go around under your skin like a semi-circle. They age your looks by years. Posture enters here again. The rest is cream, massage, patting. Or you might try Lynn Fontanne's recipe—practised in private—chewing-gum.

ANOTHER Bedtime Story



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How glorious! . . . to dream through breathless Summer nights . . . to wake again to Beauty . . . your skin so soft—and satin-smooth . . . still faintly fragrant . . . and thus to know the miracle of . . . NIGHT-TONE!

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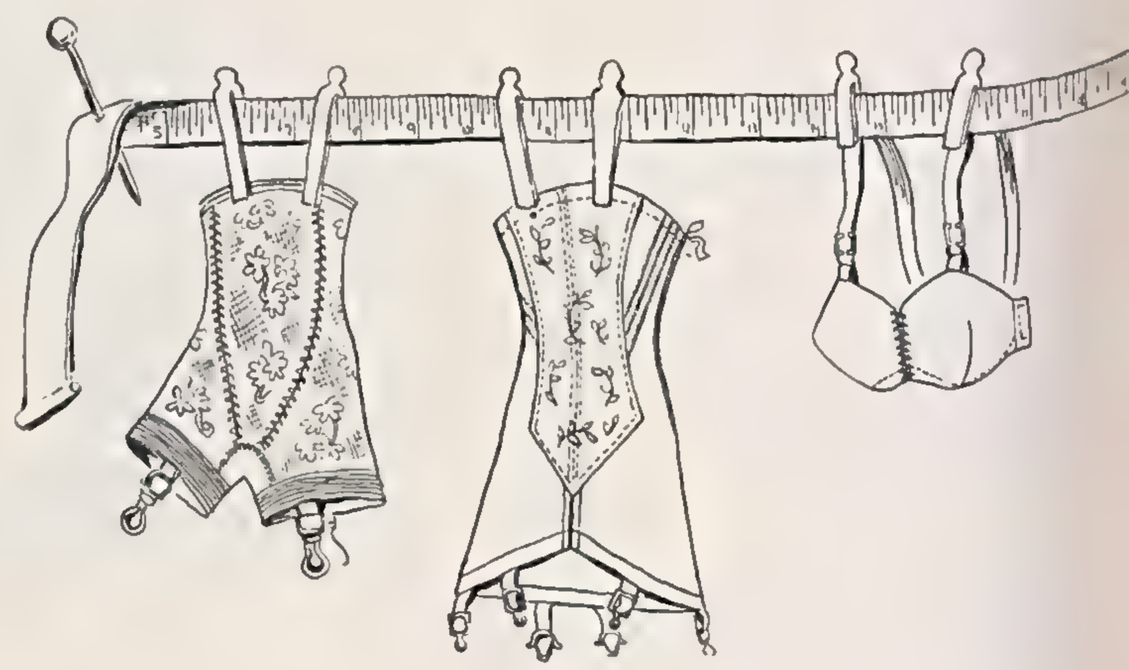
THEY GO IN THE TUB

As the weather grows warmer, you'll want to add to your lingerie the very lightest, the very sheerest girdles and brassières you can find—ones that will tub as easily as your stockings! These pages give you answers...light-as-air, fresh-as-a-breeze corsets. They'll still give you all the control you want. Even the pantie-girdles fall into the light-but-firm class—and there are some for every kind of figure.

Do, please, remember to have your pantie-girdles fitted—as carefully as you do your all-in-ones. They'll be twice as satisfactory. It's hardly any trouble, especially if you buy two or three at a time, too, as you do your slips. That's particularly important in summer—because summer's the time when you wear pantie-girdles for all occasions...sports, day, evening. And they should be "required wearing" for slacks—no matter how slim you are.



• Left: Leg-bands keep Fortuna's pantie-girdle in place. Cotton, rayon, lace elastic. Lord and Taylor
• Centre: Control via bias cut—in a Tru-Balance girdle with side Talon-closing. Lord and Taylor
• Right: Brassière of double cotton shantung—its back adjusts. By Hollywood-Maxwell. Bonwit Teller

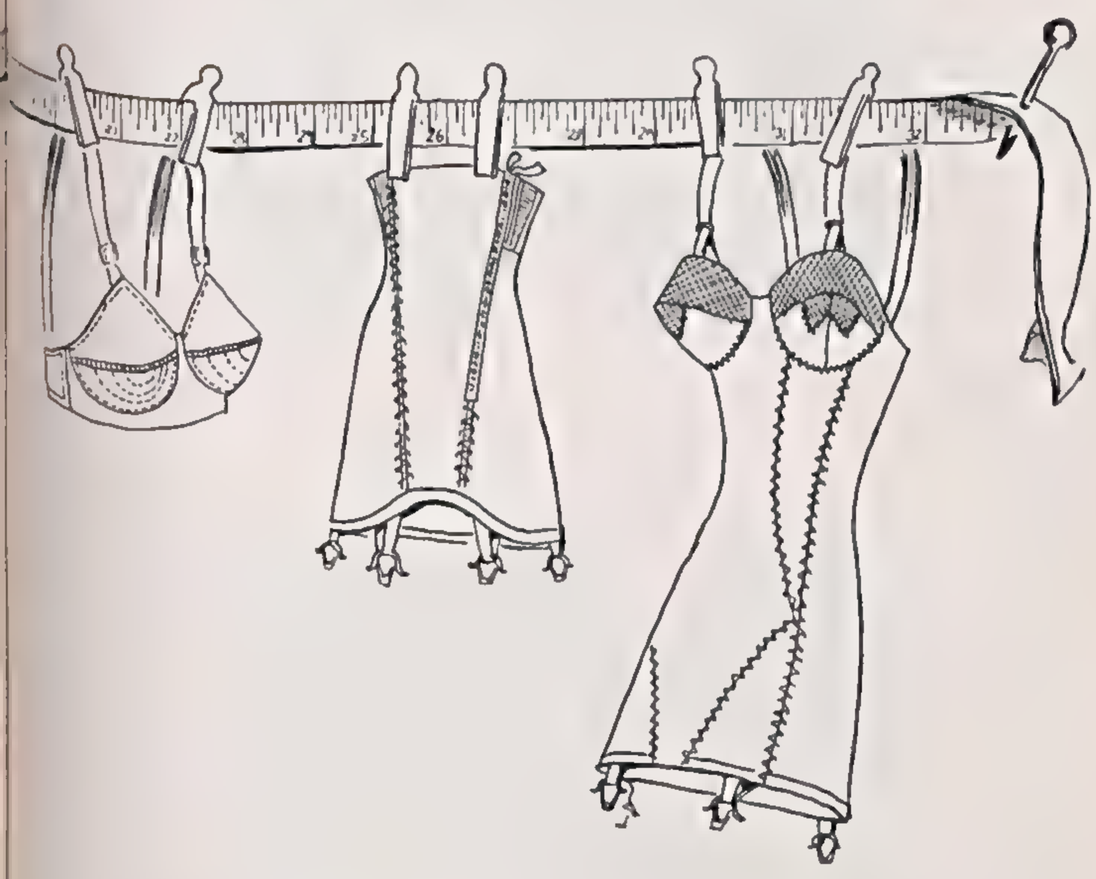
• Left: Vassarette all-in-one of two-way stretch elastic, with knitted top for smooth fit. From Best
• Centre: Vassarette pantie-girdle of mesh, with "Lastex"; bands at leg, waist. Saks-Fifth Avenue
• Right: Light pantie-girdle by Hickory—two-way stretch; elastic satin front panel. Franklin Simon

TO KEEP IN SHAPE

Because they're just what you want, they deserve the best of care. They not only take to soap-suds—they ask for them. Any corset, after two or three wearings, will stretch just a trifle. Your cue—not only for the sake of cleanliness, but for the sake of restoring their smooth, exact lines—is a quick tubbing, to make them spring back into place. Do this faithfully—and you'll be more than repaid by the like-new look and the like-new fit they'll have after each trip to the laundry.

Things to remember in the process: Use the gentlest of soap-flakes, dissolved in hot water, then well cooled with cold. You can scrub any extra-stubborn spots with a nail-brush. After rinsing them, hang your girdles up on a hanger—with the air circulating through them, they'll dry quicker, and they won't need pressing. (A hot iron's not elastic's best friend, anyway.)

• Left: Faggoted seams on this light Treo girdle of rayon power net with "Lastex." Bonwit Teller
• Centre: Piqué brassière with a double-net top; designed by Hollywood-Maxwell. The Corset Bar
• Right: Carter's lacy, sheer, two-way stretch pantie-girdle, with detachable garters. Altman



• Left: Elastic at back and front of a Maiden Form cotton batiste brassière. At Bloomingdale's
• Centre: Special Sta-Up-Top on Warner's girdle with Inviz-a-grip garters, Talon-closing. From Best
• Right: All of nylon, with nylon-elastic panels—Warner cloud-light corselet. Saks-Fifth Avenue

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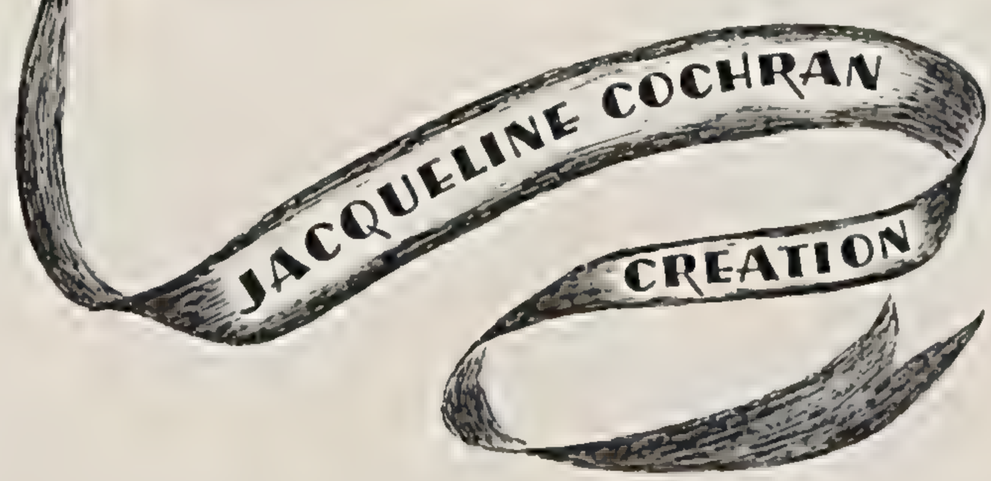

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Make-up and Kiss

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...and DJER-KISS Face Powder—not only adds a pretty, smooth look but its NEW texture clings and clings. $1

...the DJER-KISS Lipstick—five enlivening shades, each with a warmth of tone utterly endearing, each $1

DJER-KISS
by KERKOFF

THIRTY-DAY BEAUTY PLAN

School your figure, your skin, and your hair for the coming summer

Put yourself in a scant bathing-suit, stand in front of a full-length mirror, and look at yourself with cruel eyes. Those lazy lumps and misplaced curves that have been hiding under winter drapery and peplums are now about to see the light of day. There is still time to put yourself in firm summer shape before you make your first appearance on the beach—time to make yourself inches smaller in lumpy spots, three petalgrams softer as to epidermis, sun-lamp-tanned to make your first sunnings a joy. Put yourself in the hands of your favourite beauty salon, or decide to try Vogue's Thirty-Day Beauty Plan as outlined below. Why not plan to make it a year-around habit?

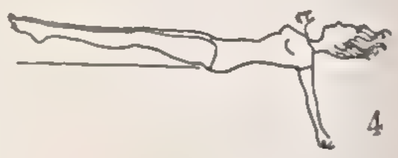
1

2

Your Figure. To smooth out that lumpy look that you can control with corsets in the winter, but not with bathing-suits in the summer, start doing exercises every morning (ten active minutes will work wonders if repeated relentlessly every day). Take simple, easy-to-do ones so that you won't get discouraged before you start. Roll forty times swinging your leg over with every roll (Figure 1). Bump on your back and on your sides as many times as you or your neighbours can stand the vibration (Figure 2). These two exercises are erasers for lumpy hips and thighs.

Do the three movements of this basic exercise (Figures 3, 4, and 5) twenty times a day. They are thinning for your stomach, your waist-line, your hips, your legs, and thighs, giving your muscles an elastic firmness. Do the classic rowing exercise (Figure 6) ten times a day for a flat, flat stomach. And learn to breathe properly for a better figure, better health, and general beauty. Lean forward with your hands touching across your back (Figure 7), and breathe deeply in this position until you push your fingers apart. Massage twice a week will aid and abet you in this Thirty-Day Plan against fat and flabbiness.

3



4

5

Your Skin. Paradoxically, a little rough treatment will make your skin feel smooth and look healthy. Start to-day giving yourself a rubdown every morning with wet table salt before your bath or shower. This will take off old winter skin that has to come off anyway. Start using depilatories on your legs now so that they can grow shiny and smooth with your salt rubs. Get facials at least once a week so that your skin will be in good condition before you go away for the summer, and check up on the regularity and conscientiousness of your cleansing, stimulating, and softening régime for your face. Use a face-brush on your nose and chin if you have any big-pore problems (see page 108 for more skin information). Drink skimmed milk to help your skin from the inside. Take sun-lamp treatments to tan it from the outside.

6

Your Hair. You'll want a new permanent before you take off for the summer. Prepare your hair for this by brushing it two hundred strokes a day (wonderful reducing exercise for your arms), by having at least two oil shampoos, and by trying your hair a dozen different ways before you decide how to wear it. Have your permanent enough in advance so that it can be set twice before you leave the hands of your trusted hair-dresser. (See page 95 for care of your hair.)

7

Hands and Feet. For the care of those all-important summer extremities, see page 54.

SHOES FOR PLEASURE

Copied from an ancient Chinese slipper—this dinner-at-home shoe, with peacock-blue and gold silk damask. From Saks-Fifth Avenue

Tied on, in the new fashion, high on your calf, a brand-new espadrille of Brazilian-blue canvas, with a rope sole. This is from Macy's

For a summer terrace—huarache of soft white elk with gilt studs. This is a Joyce shoe; Lord and Taylor; Bullock's, in Los Angeles

VOGUE STUDIOS

Copied from the classic sandal—this scanty one of white calfskin, with red thong-lacing around the sole. From Saks-Fifth Avenue

You'll enjoy the delightful flavor of Javanese cacao in de Kuyper *Creme de Cacao*

American-made de Kuyper Cordials have been produced here continuously for the past seven years. They are made identically in America and Holland by this 246-year-old company.

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Perhaps you have never tasted de Kuyper Creme de Cacao—so delicious in itself—and so necessary in making a perfect *Alexander* or *Angel's Tip*. If you haven't, ask your dealer or bar steward. And while you're about it, ask him to introduce you to the ten other varieties of de Kuyper cordials—made *identically* in Holland and America—from imported ingredients.

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*Reg. U. S. Pat. Off.

HIS LITTLE GREY HOME

LATEST convert to the foot-loose, ambulatory life of a trailer-owner is John McMullin, who is the adopted son of Sir Charles and Lady Mendl, and a frequent contributor to Vogue. After years spent abroad, in London, Paris, and the beautiful Villa Trianon at Versailles, Mr. McMullin returned to America, with the Mendls, after the occupation of France.

Almost immediately, he fell in love with that most American phenomenon of American life—the trailer. Now he is contentedly established in one of his own, a four-passenger National—eight feet wide by nineteen long—painted in two shades of grey and striped in yellow and white to match his car, which pulls it. Its base of operations is the estate which Sir Charles and Lady Mendl have rented in Beverly Hills, California. On the trailer's side is painted, appropriately enough, "My Little Grey Home in the West."

California, with its miles of gleaming highways, its elegantly-appointed motor camps (called "auto courts"), its vaunted climate, is probably the ideal milieu for a trailer life. And a trailer is probably the ideal mode of transportation for fishing-trips to the High Sierras, camping-trips into the desert, for picnics, for expeditions to the beach.

Mr. McMullin plans to live in his all year round; its electrical system and water-supply (the water-tank holds fifteen gallons) can be attached to those of a house, trailer camp, or whatever. This summer, he plans to drive up to the Oregon forests, to visit his sister.

Inside, the trailer is a miracle of comfort and charm. Mrs. Richard Barthelmess, now a successful decorator, has done the interior in brown-and-white stripes, marigold-yellow, and red, with brass student lamps, and brown Venetian blinds taped in yellow. The sleeping-compartments have been remodelled so that each holds only one occupant, in considerable comfort; and there is a convenient little bar-and-galley. In fact, the compactness of all the arrangements is reminiscent of below-decks on a yacht—one reason why Mrs. Barthelmess selected, for the floor-covering, wood-grained linoleum like a ship's deck.

Mr. McMullin is enchanted with his "Little Grey Home." He says he feels, perpetually, like a ten-year-old boy camping out.

John McMullin keeps one foot on the ground in front of his gleaming grey-and-yellow trailer, pulled up on the lawn of Sir Charles and Lady Mendl's house in Beverly Hills. More photographs opposite; description above

IN THE WEST

John McMullin had this brown-and-white striped sofa-bed built into the rear compartment of his trailer. (There's an identical one in the forward cabin.) Walls and cushions are marigold-yellow, echoing the stripe on trailer and car

The rear compartment houses Mr. McMullin's tidy little bar. (This view shows the right-hand side of the compartment photographed above.) The brown Venetian blinds are taped with yellow; the wall-bracket lamps have brass shades

MCMULLIN

In the forward compartment—another of the brown-and-white striped linen banquettes Mrs. Richard Barthelmess designed for Mr. McMullin. The walls are of natural plywood; wood-like linoleum covers the floors. Red lacquer tray

Perfect Answer

for gift-giving days ahead

Dress by Jane Engel

Skin-matched pearls*...in a bouquet box

Season of brides and bridesmaids. Mother's Day coming so soon. And, after that, graduations. Not forgetting hostess remembrances and bon-voyage presents, and gifts to yourself...just because!

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Nothing could be lovelier with summer sheers and chiffons, or smarter with sun tan. And what could be more flatteringly personal than a gift just for *her*, in a box that gives it a precious setting.

ivoire • *creamy, rich* • **argent** • *silvery, cool* • **rosée** • *rosy, warm*

*Simulated

Lisner powder-blend pearls

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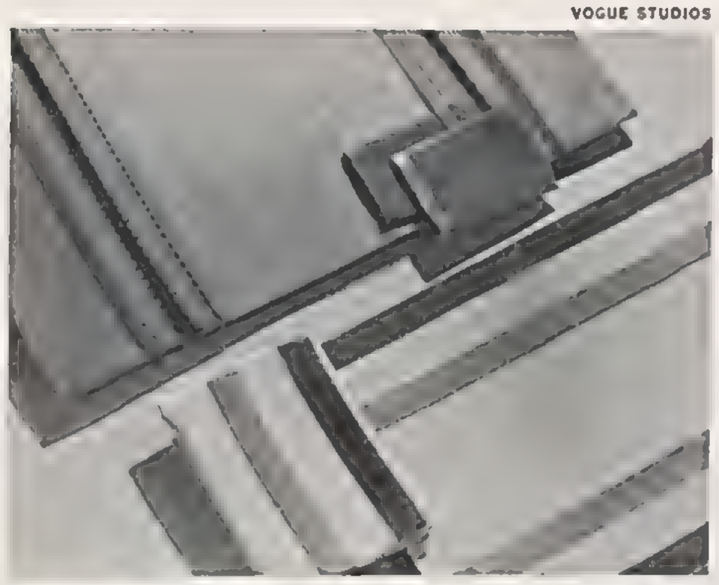
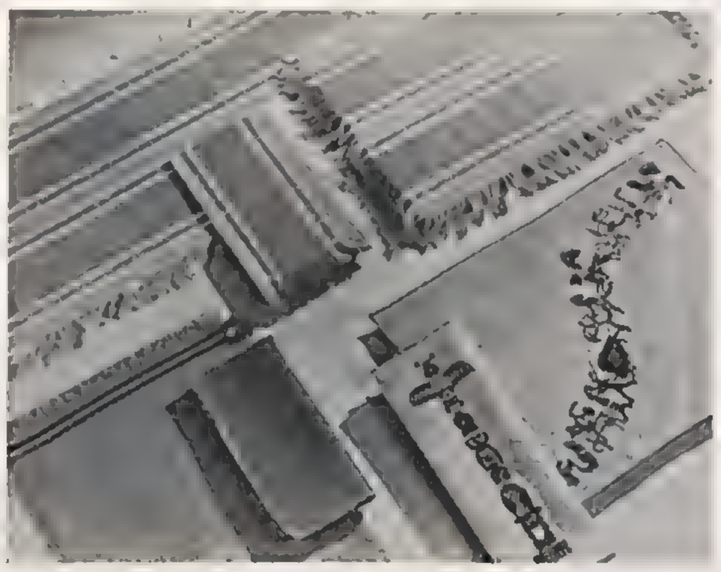
BRINGING SUMMER TO THE TABLE

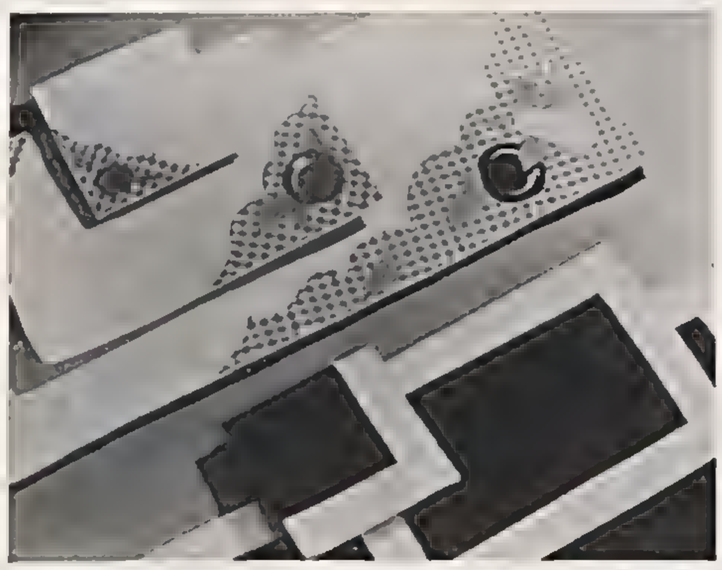
VOGUE STUDIOS



Blue organdie breakfast-tray set with red, blue, and green stripes. White linen luncheon set with pale green and orange bands of mousseline de soie. At Saks-Fifth Avenue



Inexpensive and gay—red-and-white ticking mats and napkins. Raffia mats with red linen napkins. Macy's. Linen with a totem-pole design; Macy's; Carson Pirie Scott, Chicago



Gingham is fun in the country—gingham corners with fruit and vegetable appliqué on crash linen. Crisp, bright blue-and-white linen luncheon set. Both at Mosse

If you like tailored tables—fresh white linen with pale blue linen appliqué and sculptured pale blue monograms. Attractive for lunch or dinner. At James McCutcheon

TWENTY MINUTES FROM VALPARAISO

By Polly Tieck

I LIVE in a small house, so small! It is like a pastry house, a tiny one, on an unpaved street. Right in front, green hills grow up from the earth. A little beyond, there is a thick forest, hilly and steep, a forest of eucalyptus, and its heavy scent rises to my door. No, I do not live in the country. I live in the second largest town in Chile—Valparaiso.

The house was built quite Chilean-like, you might also say Spanish. The rooms are situated around a little garden, a green patio: they get the sun second-hand. When people come sighing from town, "*Por Dios,* what a hot day!", I run, cool and fresh, to meet them. In my little house it is never hot.

Next-door there is a big, new villa; and next-door but one runs a white, broad road. That might be Wimbledon or Neuilly, or one of the white suburbs of New York that I do not know. But once more around the corner, there is Chile again. Unique and inimitable. The mud-cottages of the natives, a little bit of bent tin on a few wooden poles, are built into the hill.

I have learned from these natives that we stand on a very primitive level. All they have to learn is to wash themselves, to maintain health, not to drink, and to work more. But compare what we can learn from them—to be happy, to be gay, always patient, always to hum a little tune, be polite and kind, never say a hard word, never make a gesture of impatience. May one not be a little dirty if one can be like that?

The foreigners are called "Gringos," which means something very strange. The "Gringo" is always in a hurry, he speaks quickly, he has hasty movements. He arrives in Chile without a single peso; and, after twenty years, he has the largest shop, the biggest house in the land. But he is seldom happy, seldom carefree. So what good is it to be in such a hurry, to have always something to do, and to earn money?...

My dresses hang from the ceiling

Chile is as beautiful as Switzerland and Italy and California together, plus a lot of colour. Chile is a country where the movies are called "theatre," as there is no theatre or music or art. Except when, all of a sudden, Mischa Elman or Claudio Arrauher comes, and everybody goes to show their new dresses.

The shops here look like yours in the Middle West a hundred years ago. When dresses are to be displayed, they are hung on hangers beneath the ceiling of the shop. They hang in the air like strung-up desperadoes.

I make dresses; this is my occupation here. I make dresses, not so wonderfully pretty, but quite nice, for I learned the craft in Berlin and Paris. The shopkeepers come in and buy them, and then they hang them on hangers beneath the ceiling of their shops. And then they look exactly like the dresses that were hanging there yesterday.

Sometimes I am very brave, and I say, "Patron, I am the Señora Polly. You have bought dresses from me, and now they hang so sadly beneath the ceiling! Please allow me, just for once, to put a dress in your window." The Patron says, "*Como no?*"; that is, "Why not?", but only for politeness, for he has hung his dresses so for the last thirty years and has become a rich man and does not want to change. And then he orders another dozen, and I thank him. And he hangs the new dozen with the others, under the ceiling.

The mail-man brings Vogue

My cook's name is Maria, and she has a daughter, Olga, sometimes called Olguita. Most cooks here plunge into marriage at a very young age and have children, but afterwards they work again. Generally the husbands die young or go away, and the cooks take their children into the house where they serve, and often the children become a joy to the household.

One day, I was sitting in the (Continued on page 106)

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TWENTY MINUTES FROM VALPARAISO

(Continued from page 105)

garden after lunch, taking my "*agüita*." It is an infusion of fragrant herbs, which tastes lovely. I was reading Vogue.

Olguita came in from school, wearing her white pinafore. Her straight black Indian hair fell over her narrow forehead. She sat down beside me and looked at the pictures.

"Are these dresses from Santiago?"

"No, Olga," I said. "These are from the States! The prettiest dresses in the world. Do you like them?"

Olga has never possessed a proper dress of her own, though she has been given some. But Chilean women are not very fond of darning and mending; the dresses are torn and not very clean. I have made her a little blue-and-white dress. She was very happy with it at the time, but seldom puts it on. She has a pair of shoes, which distinguishes her from most of her friends. Olga is well-washed and combed; she has comparatively few fleas. (I forget that, with you, fleas are not to be talked about. You see, with us, it is a topic quite like the weather.)

This was the first time that Olga had seen Vogue.

"What do you like best?" I asked her. On each page she showed me her favourites. They are always the prettiest, the most elegant.

Then she saw the page with shoes. "Oh, Señora, look at these sandals! When I am big, I shall buy them. Are they more than twenty pesos?"

"And look at this hat, Señora!" And with a grand gesture over her small, black Indian head, she indicates the silhouette of the new hat.

Olga dances, in sandals and gown

Dresses, designed with the most daring phantasy—Olga takes them quietly into her young life. There is a bride's gown. Olga gazes at it for a long time.

"When I marry, I shall have it made for me," she says. "But maybe I shall go to a nunnery. But perhaps I shall marry, and then I will wear it."

A glance into a new world, a different, shining world. She glances at this world, and she steps into it. There are so many, and such marvellous dresses. It does not occur to her that she has none at all. She sees the dresses, therefore she possesses them. How can there arise any envy and sadness?

All the afternoon, Olga dances in the garden. She sings little songs. She dances in long, marvellous gowns—you can see them perfectly in her steps. On her feet, she is wearing the sandals of page 24—only in *these* can one dance so fairylike.

Olga, little girl, is this Chile? Yes, this is Chile. A people little understood. Even to-day they live happily. Chile is the hill by my house and my rooms in the twilight of the sun; the shops in which the dresses are hung beneath the ceiling; and the "*gondolas*" (the buses) are so packed that there is no room to breathe, and it smells, it smells. But after having lived here for half a year, one does not smell anything any more.

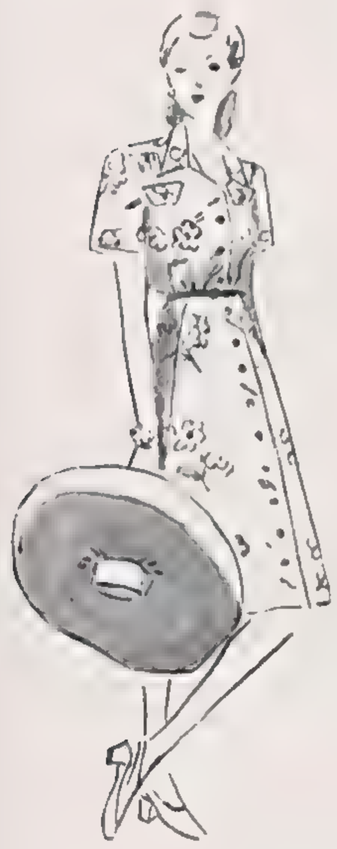
Mountains, and eucalyptus, and happiness

In Chile, two people can live on one thousand pesos per month, and the shoes on page 24 would cost five hundred here. Great wealth lives here, and great poverty just next-door. At four o'clock in the afternoon, one is roasted by the sun on the plaza; at five, one would like to put on a fur coat. All this is Chile—a long, narrow country, very hot in the north, and very cold in the south.

There are mountains everywhere, all over the land, and heavenly valleys. I am standing on the porch of my house, and Olga is weeding in the garden. Before me, green hills grow up from the earth, and from the forest beyond comes the strong smell of eucalyptus.

I cut my dresses; people buy them. It is Chile, and I am very happy here.

FOR SUN—AND SOAP



Flower-printed shirt-waist dress of spun rayon—cool white ground. Tubbable. $16.95. At Peck and Peck

Red-and-white cotton dress. A Ken-tee; $6.95. Lord and Taylor. Wear a red gabardine jacket over it

Tucked for a yoke effect—this flower-printed spun rayon dress, by L'Aiglon. $6.50. At Lord and Taylor

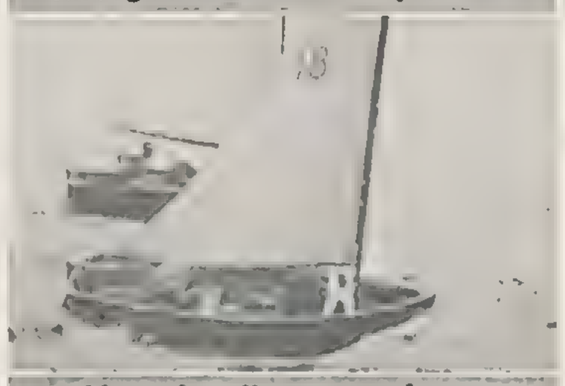
White long-sleeved shirt, grey long shorts. Both of Skinner's silk-and-rayon. $14.95. At Russeks

Pinafore dress—flowered unbleached muslin—wash and wear, wash and wear. $7.95. Franklin Simon

DON'T GLARE AT SUN GLARE!

Stop it with

Through AO Polaroid* Day Glasses



Through ordinary sun glasses

AO POLAROID* Day Glasses

AO Polaroid* Day Glasses *stop* the reflected glare that tires eyes, hides details of the view. Let your eyes r-e-l-a-x during sunny days on the water, at the beach, on the road . . . protect your beauty against "squint wrinkles"! Get a pair now. You will find a choice of smart frames, wherever fine sun glasses are sold. If you wear glasses, the man who examines your eyes can supply your prescription in curved Polaroid* lenses.

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Because it moulds so perfectly and because it also allows your skin to breathe *properly*, Maiden Form features *porous* Marquisette-weave Nylon in these "Allo-Ette" bandeaux, for "in-between" figures. You'll find them delightfully two-faced—fragile as a flower in appearance, firm and dependable in performance. They weigh next-to-nothing, wash and dry in next-to-no-time (Ivory-tested) and require no ironing.

These bandeaux boast the same adjustable *five-eyelet* back-fastenings and *adjustable* shoulder straps you find in *all* Maiden Form's popular styles—designed to give you "precision fit," to a fraction-of-an-inch.

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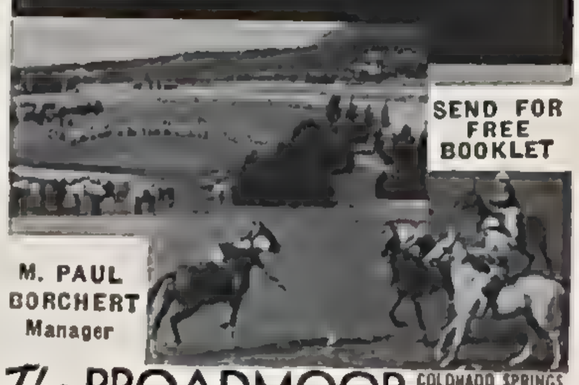


SEND FOR FREE BOOKLET

M. PAUL BORCHERT Manager

The BROADMOOR COLORADO SPRINGS, COLORADO

YOUR SKIN—THIS SUMMER

On pages 52-53, we told you how and why Nature can be grand for your skin. We are not retreating one inch from this cheerful position...but the paradox of it is that Nature, such a good friend so often, is also sometimes a foe. Or, rather, a potential foe. For she can, you know, be Thwarted.

If you're not stern with the elements, the elements are apt to get pretty obstreperous with you. With, specifically, your skin. Wind and sun and water are all would-be offenders this way. The thing for you to do about it is to build up your defenses, three-way ones: defenses that will serve before, during, and after exposure.

Internally, one of the best steps you can take in your skin's behalf—and that of your general health, too—is to drink at least eight glasses of liquid a day—milk, whole or skimmed, buttermilk, fruit-juice, vegetable-juice, and water-water-water. Water, and other liquids, wash out your skin from the inside and help get it and keep it clear. Drinking lots of water has a salutary effect, too, on the regulation of oil glands in your skin—which is why, rather bafflingly, it's effective in correcting either a too-dry or a too-oily complexion.

The four chief problems

For the outer defense of your skin in summer, the four major problems are cleanliness, lubrication, stimulation, and protection.

During the day, cleanse your face every time you change your make-up. Be your own judge of what type of cream does this best for you. Liquid creams feel wonderful in the summer... particularly the milky ones.

After your cleansing cream, don't do a hasty wiping of your face and think you're ready to put on make-up at once. Remove every trace of dust-drawing grease. Then pat your face with stimulating face tonic, wrung out of a piece of cotton. (It will make you *feel* as though your pores are breathing, no matter what the experts say.)

You'll feel better, in summer, after soap-and-water, better than anything else can make you feel, perhaps. But don't scrub your face more than once a day, unless it's very oily. Choose your soap first for what it will do for your skin...hundredth, for its scent. Tar soap is excellent for oily skin. A lanolin soap, or any soap extra-rich in fat, is best for a dry skin.

For a very dry skin

If your skin is extraordinarily dry, cream it before you wash...and this means your neck, elbows and hands, as well as your face. Apply a rich emollient cream or lotion immediately afterwards, while your skin is still moist.

Don't suffer the unnecessary discomfort of wearing heavy, heavy creams on your face all night when it's hot. Your skin will use all the cream it can while you are getting ready for bed. Just before you pop in, wipe the surplus cream off with a stimulating lotion, and sleep in a clean, creamless state. Or, if you like to think of Good Works going on during those eight hours you're asleep, try one of the wonderful new greaseless emollient lotions that you *can* leave on all night—because they disappear into your skin. The effect is fine and lubricating. For those tiny little lines that congregate about eyes, use a special eye cream.

The difference between creams

Your foundation lotion or cream is a sort of invisible veil to protect your skin from sun, wind and dust. When you clean your face with cleansing cream, you remove the foundation lotion or cream, and with it, all its accumulation of dust and grime. Never use an emollient cream as a foundation. *Its* job is to soften; the foundation cream protects—the two are not interchangeable.

The important rule in choosing a cream, especially an emollient cream, is to find one that actually Does Something for you. (Never mind what it does for your best friend.) Perhaps your skin will react best to a cream with a lanolin base, or maybe to one made entirely of vegetable oils.

The question of fidelity

Once you've found a cream you really like, be faithful to it until you are sure it is no longer serving you well. But when you do try a new cream, give it a fair chance. You can't tell much about it until you have used it for at least three weeks. Really try it, too; use it every day religiously.

It's another good idea to choose as many products as possible from the same manufacturer. He has made them to go together, and that isn't just advertising fable. You will get better results if you use things that were meant to be together. And scents of course that are in the same series will never do any distressful clashing.

How much make-up?

Your summer make-up should have an almost schoolgirl naturalness about it, especially in the daytime, especially if you're at all the Great Outdoors type. Rub your sun-tan lotion in until it positively shines, and you will have a healthy, scrubbed look. Bright lipstick in generous quantities should be just about your only indulgence.

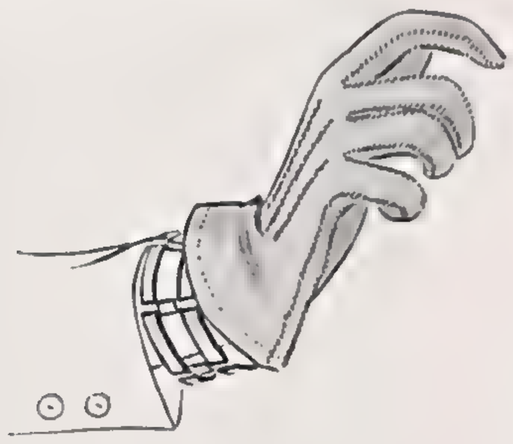
At night, use powder if you are wearing evening clothes—and, to look romantic, add a touch of eye-shadow.

If you want to stay lily-white, use a coloured sun-proof lotion all over in the daytime, so that you won't look unhealthy on the beach. By night, wear your usual light foundation cream, and your winter quota of mascara, rouge, and whatever. And devastate your rivals, sometimes, by wearing one of those new black dresses shown in this issue.

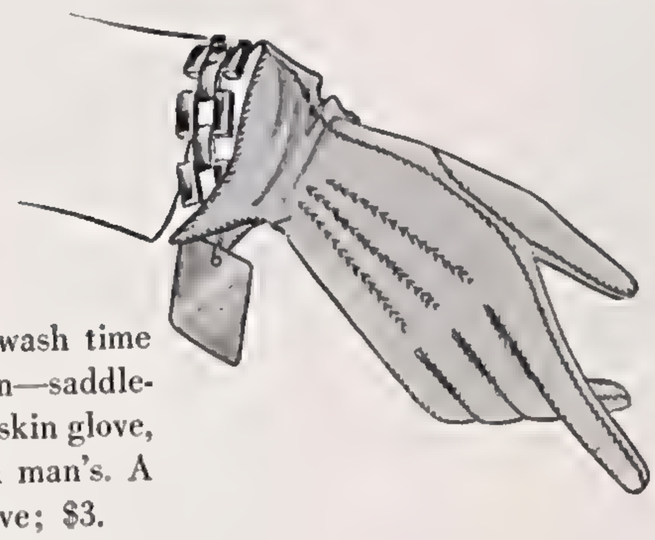
A truly beautiful skin is still a rare and wonderful thing...but so infinitely worth having, worth taking pains for. It's a quick, fine barometer of your health, an unequalled part of your attractiveness. It will let you wear ordinarily trying colours and hat-shapes and cosmetics. It is practically guaranteed to make men think you're beautiful. With all this in mind, you can see, can't you? how necessary it is for you to enlist all the aid that Nature can give to your skin...and how equally necessary not to let yourself be a victim of the tricks which Nature *can* play.

SOAP-AND-WATER AT HAND

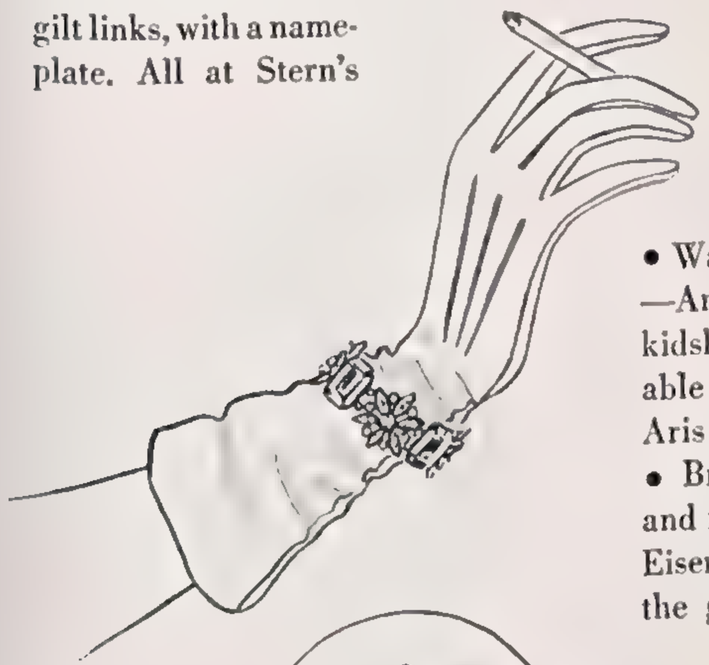
• Now America has made kidskin washable. This is a Lady Bacmo glove of parchment-coloured kidskin; $3.50.
• Castlecliff's wrap-around gilt bracelet. All; Lord and Taylor



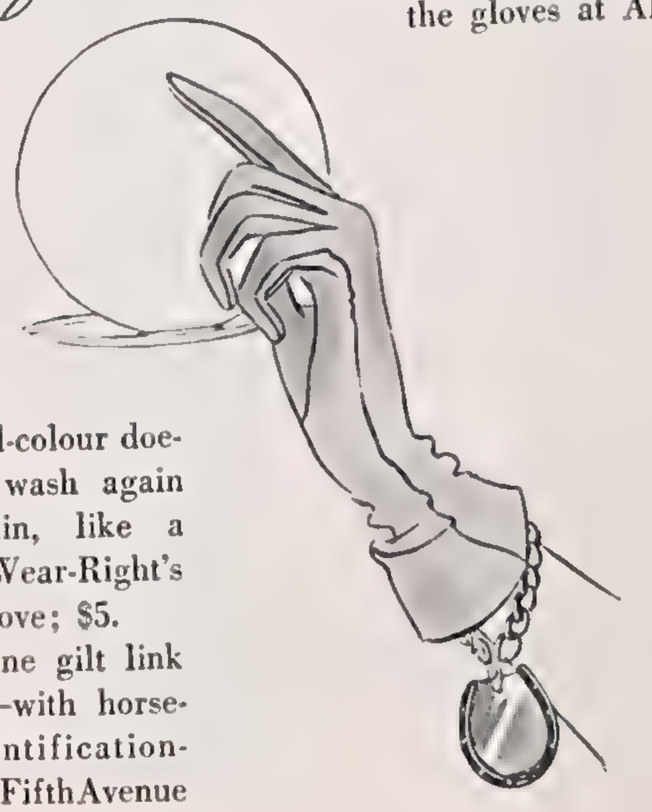
• Short and chamois-coloured—this whip-stitched fabric glove by Hansen—nice for summer suits; $1.50.
• With it—white-and-gilt link bracelet designed by Leo Glass. All from Wanamaker



• Nice to wash time and again—saddle-colour capeskin glove, sewn like a man's. A Fownes glove; $3.
• Monet's bracelet of gilt links, with a name-plate. All at Stern's



• Washable white kid—America first put kidskin into the washable class. This is an Aris slip-on; $4.
• Bright white stone and metal bracelet by Eisenberg. This and the gloves at Altman



• Natural-colour doeskin—to wash again and again, like a dream. Wear-Right's slip-on glove; $5.
• Two-tone gilt link bracelet—with horseshoe identification-tag. Saks-Fifth Avenue

Norma Frederickson, American Airlines stewardess, adds a dash of spice to her uniform with "Propeller Bow."

Sendra presents

4 Cool Accessories to Summer Chic

So varied in smart styling—so gratefully, comfortably cool—you'll find it difficult to pass by any of these new summer creations by Sendra . . . in sheer white. At their very modest price you'll probably want to own every one of them.

The popular nautical touch—the lacy, frilled Regency motif—the dressy tailored effects—the recent embroidery revival—together they offer a perfect choice for any occasion. See them now at your favorite store—ask for Sendra Gloves.

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GLOVES BY Sendra

$1

Propeller Bow . . . Streamlined glove of Milanese with lacy, mesh back and perky Milanese bow . . . all white.

Starlit . . . tailored Milanese, nautical trim of single crystal button with star center . . . all white.

Roundabout . . . fashion-favored embroidery and open work trim this dressy tailored glove of Milanese . . . all white.

Rose Arbor . . . in Regency fashion . . . Milanese with back of floral embroidery on mesh . . . all white.

FORGET-ME-NOT COLOURS

New and cool for summer wardrobes—clothes in forget-me-not colours—sweet blue and clear yellow, echoing the shades of petals and hearts. Their inspiration—the new "Forget-Me-Not" make-up and bath series by Kathleen Mary Quinlan.

• Pretty, sentimental boutonnière of forget-me-nots; $1. Best

• Forget-me-not clusters for earrings; $1. Best

• Forget-me-not blue for these Aris slip-on gloves made of Bemberg rayon

• Wreaths of forget-me-nots and black streamers on a dress of Mallinson's sheer yellow crêpe made of Bemberg rayon. Yellow linen jacket. $19.95. Ed Schuster, Milwaukee

• Forget-me-nots on a sheer yellow nightgown of Bemberg rayon crêpe. The neck has beading, a ruffle with point d'esprit. $5.98. At Franklin Simon

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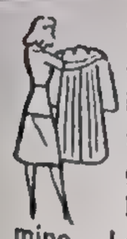

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CHICAGO

AT FINEST FURRIERS EVERYWHERE

MONEY FOR CHARITY? THIS WAY

(Continued from page 70)

Beauty Contest. A beauty contest can be sensational if there are enough local beauties to parade in someone's garden on a fine Saturday afternoon. You need a funny master of ceremonies and three or four male judges, well known, but not necessarily as authorities on female beauty. Entrances, by invitation, can be free because a pari-mutuel, pick-the-winner system, patronized by husbands, admirers, and knowledgeable fellows, will bring in all the money.

This was the system most successfully used by Mrs. Marka Loening on Long Island. Mrs. C. V. Whitney, Mrs. John Fell, Mrs. Whitney Bourne, and all the rest of the bathing-beauty contestants displayed the names of their post-office towns in ribbons across their chests, Atlantic City style. The winner, chosen by judges Nelson Slater and John Baragwanath, was a seventeen-year-old dark horse, Miss Peggy Stevenson (Mrs. Joseph Richardson), who became the glamour girl of her débutante year.

Butler's Front. Dozens of communities have seen the Butlers' Ball, or Staff Club evening, given lately for the British War Relief Society. It starts with an executive committee of butlers, gathered from the grander houses, but carefully mixed as to nationality, as too much British Butler scares away the Scandinavians. Invitations should be sent to every household within a radius of fifty miles and to the employers, as well, to make sure they will give their servants the night off. With a big hall and a good—if possible, a famous—band, nothing more is needed.

In addition to the sale of the tickets, more revenue comes from the programs—food stores love to advertise in the hope of luring new cooks to their markets. Last winter, the Staff Club in New York cleared $1,164.67 for the British War Relief; $1,981.45 for British American Ambulances; and an extra $625 for the Beth David Hospital—with the aid of plenty of before and after publicity.

The Sportin' Attack. In horse-loving communities, where an insatiable appetite for more and more horse is a common characteristic, Horse Shows can always be counted on as money-raisers. The Devon Show, running several days, makes thousands every year for the Bryn Mawr Hospital. Mrs. James Van Alen, a horsewoman and an extremely competent executive, cleared $1,800 in one day at her last show in Brookville, Long Island.

According to Mrs. Van Alen, one must start with a lot of good prizes and trophies—preferably donated. These attract the top entries, which, in turn, attract the horselovers who buy the parking spaces. On polo-glutted Long Island, she raised $7,500 for the American Red Cross with a high-goal polo game at Meadow Brook and the help of the Polo Association. Polo produced again in Washington, when the energetic, forthright head mistress of Foxcroft School, Miss Charlotte Noland, decided to raise money for a mobile canteen for Britain. She organized a polo game, a rarity in Washington, D. C., cleared over $10,000, and sent England not one canteen, but five.

The Holiday Appeal. Big holidays, like Christmas and Easter, mean more money being spent, and charities can edge in for their share. With specially designed Christmas cards, for example, the American Bureau for Aid to China netted $15,000 on an investment of $7,000. The committee members, who were busy all day on their own jobs, sold the cards to their friends at night. Another holiday card, used first for the benefit of French war orphans in World War I., reads "Instead of giving you a present this year, I have donated ... to ..." These were sold last Christmas for Chinese relief, and also for British aid by Young America Wants to Help, both at Christmas and at Easter, with excellent results.

The Busy Dollar. The perfect miniature example of a real working board is the Reverend Grant Robertson's congregation at Walton, New York. One Sunday, each one of the one hundred and twenty-seven members was given a dollar bill and told to make it work for the church. Some went out and bought material to make aprons; some made candy; some put it into their farms. Within a month, the $127 was returned, plus $477.

Worked out on a larger scale, such a plan could be immensely effective, with each member of the group using his individual talent in any way he chose. One, with a passion for painting, could sell tickets to the preview of a top exhibit; even after the invitations and cocktails were paid for, there would be about two dollars clear out of the two-fifty tickets.

Another member, with a trading streak, could set up several road stands next to big gas stations, selling icy lemon- and orange-ade through volunteers. A third, by backing three good seamstresses and paying for small, but well-placed advertisements, could sell hundreds of smart, plain pillow-cases, monogrammed to order.

For the Small and Desperate. When desperate for small, but immediately needed funds, leave a mite box for small change in every private house you can think of, and on the desk of every hotel that will allow you. During an emergency situation in the free milk fund for Locust Valley, Long Island, Mrs. Henry Stehli raised $300 almost overnight by putting gaily-ribboned milk bottles on every hall table in the district.

Set to Music. Theatre previews, fashion shows, and balls must be beautifully done to attract either interest or money in the city, but they are quite easily managed in the country, where there is less competition. A very profitable evening in the city was arranged for the benefit of France Forever, to pay for radio broadcasts to the free French in France, Indo-China, and Africa. They took over a theatre for a movie preview, charging high for the loges and making it all very first night. A good idea for the country is an afternoon (Continued on page 112)

BOTANY LANOLIN
BEAUTY AIDS

ONE-WAY TICKET TO LOVELINESS...

Give your skin the benefit of the energizing, rich lubricating oils in Botany Lanolin Beauty Aids. Tired, dry skins drink in its vitalizing properties—for oil is to the skin what rain is to the flowers in your garden. The unusual softening, soothing and penetrating qualities of lanolin have established this wonderful ingredient as the most effective skin conditioner known to science.

As a daily cleanser, lubricator and protective powder base, you'll want Botany Lanolin Triple-Action Cream. ($1 and $1.75.) For unusually dry or chapped skins and for your semi-weekly massage, you'll need the extra rich Botany Lanolin Formula 70. ($1.25 and $2.) For those who enjoy the refreshing cleanliness of soap and water scrubbing, there's Botany Lanolin Superfatted Soap. (3 cakes for 50¢.) Botany Pure Lanolin available in tubes at 25¢.

Send for Botany Travel Kit and "Feel the Difference" in Botany Lanolin Beauty Aids. (Enclose 10¢ to cover handling.)

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Enclosed find 10¢ to cover handling costs for which send sample Travel Kit containing Botany Lanolin Aids to Loveliness.

NAME .....

ADDRESS .....

.....

MONEY FOR CHARITY? THIS WAY

(Continued from page 111)

Fashion Show in a garden. Given plenty of publicity in the program, dress shops are delighted to supply the clothes and volunteers act as models, so the overhead is at a minimum. A big and preferably meandering garden is ideal; line the paths with tables, and keep a steady parade of models strolling by.

Unless your community is overrun with Saturday-night-at-the-Club dances, a series of subscription dances in different private houses will be a great success. Pick the invitation list with Elsa Maxwell care, have good music, charge at least five dollars a ticket, and extra for the drinks. Dances like these can become gay, money-baiting institutions, with the rarefied quality of small, expensive, private parties, and none of the thrown-together-Dutch-treat blight.

Children's Parties. Children's parties, like the Staff Club balls, have the advantage of a dependably large attendance. Unlike their parents, children are not faced with a confusing choice of dates, so they turn up at every party—brushed, combed, starched, and thrilled. The circus approach—with merry-go-rounds, side-shows, and an elephant ride—turns the nickels and dimes into hundreds of dollars. At Mrs. Payne Whitney's fabulous Greentree Fair, where rustic tables are loaded with the cream of New York's most luxurious shops, the children's circus section still produces the bulk of the returns for the Milk Fund.

Flowers and Vegetables—Piping Fresh. A week-end flower and vegetable market, once organized, practically runs itself, and it can go on all through the growing season. There should be two committees, one of the almost-superfluous owners of the gardens, another of the indispensable superintendents and head gardeners. These names should all be printed on the announcements of the market, which are sent to every house in the neighbourhood. Stress the point of the vegetables and flowers being the freshest possible; that they can be bought at the same place, every Friday, all summer long. With a volunteer station-wagon truck, volunteer salesgirls, and a donated stand, the profits are big and satisfactorily steady.

Let Them Learn. Americans love to learn something new, as anyone of the several thousand cross-country lecturers can tell you, so, if all else fails, and your pet charity is in need, form classes. In any community there are always four or five open-minded souls who will take lessons in anything, from weaving to Chinese, but your task will be easier, and the charity will be richer, if you pick something sure-fire like dancing or Spanish.

If your house is within an hour of his school, Arthur Murray will send out a teacher to give ten evening dancing lessons for $250. As one teacher can easily handle twenty-five couples, the cost will be fifty cents per person per lesson. Charge your victims $25 each for the course, and you will have $1,000 for the hospital. With South American futures in everyone's mind, men can easily be lured to classes in Spanish, and a class that includes men automatically loses the curse of the feminine sewing-circle group.

Sell Something Simple. The National Tuberculosis Association has so cleverly stressed its Christmas stamps that any other charity would be foolish to try this plan. But they here generously give away the new idea of selling rayon ribbon book-marks, costing half a cent—

This technique of monopolizing a sort of trade-mark—like the March of Dimes for infantile paralysis and window-stickers for the Red Cross—has excellent publicity value and can be the basis of big-fund raising in the future.

One Final Word. Before embarking on any of these schemes, which, simple as they are, always seem to involve a great expenditure of energy and a surprisingly large number of people, check on the charity you plan to help. Consult the National Information Bureau, at 330 West Forty-Second Street, New York City. They will tell you if your charity is well-managed, and if it complies with State Department regulations. Your friends will never forgive you if you don't.

A HANDY MAN at a Cocktail Party!

Let the Club Bar-Man do the work! Serve HEUBLEIN'S CLUB COCKTAILS, made of the finest ingredients, including famous imported Vermouths and Cognac. Seven varieties. Always right—always ready. Just add ice and serve.

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Recipes for smart new snacks to serve with cocktails. Address Dept. F, G. F. HEUBLEIN & BRO., Hartford, Connecticut.

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THE ALVIN SILVERSMITHS
Makers of Exclusive Silver Designs for Fifty Years
PROVIDENCE • RHODE ISLAND

A BATH

(Continued from page 46)

overgentle treatment leaves it in less than gentle condition. Perhaps the smoothest skin in the world belongs to those Balinese beauties who daily rub themselves down with volcanic stone, which is something like pumice. You don't need to be as violent as that—though you should use pumice on any calluses or stains. For the rest of you, use a good rough cloth, maybe a seaweed one. Or a stiff brush. Or one of those terry-cloth mitts with powdered soap in it. Or a new rough soap that comes in jars. Or damp table salt.

The harder you rub, within reason always, the softer and smoother your skin will be. One salon scrubs its customers with rough sea-salt, grand for peeling off those microscope fragments of ever-shedding epidermis.

If you're a true bath-lover, you'll probably want foam and bubbles in your tub. They not only give you a picturesque, fun time of it—they do things, as well. They soften the water, which makes the cleansing process simpler and more effective. And they perfume you. If you haven't the time or temperament for a foam bath, there are plenty of other luxuries for you. Bath oil, bath salts or crystals or powders, all contrive a softening of the water, besides making it and you dreamily fragrant.

Last act of your bath

Your bath is not over when you step out of the tub...the nicest part of it just begins there. Let your towels be the hugest, softest ones that ever defied a budget—they're a years-long, soul-satisfying investment. In cool weather, always have them faintly warmed. Blot yourself dry; consider this the *one* time not to rub.

Your bath has initiated a marvellous stimulation—carry that to further fine lengths by using a good friction lotion. Then use your Cologne (or toilet-water) and follow it with dusting powder or sachet. Don't make the mistake of thinking that powder or Cologne is alone enough. They will both perfume you nicely, but each does more than that; each does something the other doesn't do. Cologne will cool your flushed skin; powder will get it thoroughly dry. (Dry of water, that is, not of natural oil.)

If your skin is very dry—and this time we mean oil-less—be sure to use, always, a special cream or oil after your bath. Use it prodigally, all over you. Smooth it on without a worry, for you will find it altogether greaseless, and easily, quickly, absorbable into your skin.

Grand finale

And sometime before you emerge from the bathroom...your husband will even now have just reached the financial section...make it an automatic matter to check up on the up-to-the-minuteness of the Fastidious Department. You'll use a deodorant daily, of course...and you might try one of the delicately perfumed ones. In the matter of depilatories...no matter how scrupulous you are about such things in winter, you'll want to be quadruply so in summer.

When you are quite through with all this, brush your hair till it gleams, touch your lips with red and your lashes with black, fold yourself into the prettiest, freshest house-coat you own, and join your husband for a cocktail. If he should *then* say, "For Heaven's sake, what took you so long?" you may start divorce proceedings against him at once.

But it will not be necessary.

TO OUR CONTRIBUTORS

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You experience a new and glorious freedom with Tampax. A month's trial convinces beyond doubt . . . You can dance, swim, engage in all sports, use tub or shower . . . No chafing, no bulging, no pin-and-belt problems. No odor can form; no deodorant needed. And Tampax is easily disposed of.

Made of pure surgical cotton, tremendously absorbent. Tampax now comes in *three sizes:* Regular, Super and Junior, each in dainty one-time-use applicator. Sold at drug stores and notion counters. Introductory box, 20¢. Economy package of 40 gives you a real bargain.

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VOGUE COVERS THE TOWN

Waltz me around again, Willie

The old-time dances—square dances, waltzes, polkas, mazurkas, schottisches—are being danced again. In fact, every Saturday and Sunday night some five or six hundred people dance them at the Friendship Club in the ballroom of the old Bronx Opera House built by Sam Harris and George M. Cohan in 1912.

It's a huge room, very rococo, with angels and arabesques all painted a violent pink. A five-piece orchestra plays not only the familiar old tunes, "Come, Josephine, in My Flying Machine," but also such less well-remembered songs as "Daisy Bell."

The evening usually starts off with a Paul Jones, to get every one limbered up, and rapidly gets into such complex square dances as the "Portland Fancy." You can watch the dancing from a balcony—decide whether or not you'll join in.

P.S.: The address is 442 East One Hundred and Forty-Ninth Street. Admission is forty cents, and no one under twenty-eight is admitted. That's to keep the rug-cutters out.

Eighth Street Musée

The Cooper Union Museum, up on the fourth floor of a rigid, uncompromising old building down on Cooper Square, is nostalgically like the old French musées. It reminds you of the Carnavalet and the Musée des Arts Décoratifs in Paris. Jam-packed with all kinds of precious pieces, it is particularly rich in gay and lovely French panels, prints, sedan-chairs, furniture, and even antique bird-cages.

The Museum owns one of the great collections of antique wall-papers. (Many of these old papers did not come in rolls, but, instead, they came in squares the size of a book.) Its collection of textiles, including Mr. J. Pierpont Morgan's gift of a group of rare Coptic and mediæval fabrics, is unsurpassed.

A beguiling new acquisition is a Spanish dress, once worn by a young lady aged two. Seventeenth century, it's made of magnificent heavy rose satin embroidered in ivory silk and trimmed with great flounces of gold lace. In spite of this outer Velasquez lushness, the little dress is lined with the coarsest linen—almost the texture of present-day burlap.

"For the benefit of—"

The Starlight Roof of the Waldorf-Astoria opens on May 14 with a benefit for the Travelers Aid Society of New York. Xavier Cugat and his orchestra (we adore their rhumba and tango music) will play, and there will be entertainment—Lina Romay, a singer of Mexico-American songs, and Dean Murphy doing some quite cruel mimicry....

....On May 20, for the first time in almost a year, Lily Pons will give a concert in New York—at Carnegie Hall. She sings for the supper of thousands of Chinese children who are receiving desperately needed aid through the China Aid Council of United China Relief....

....The Buy Something British Movement which was originally started in the West—in Oregon—is now sweeping across the country. New York will hold its Buy Something British Week, beginning on May 24, Empire Day; as you know, this was originally planned in honour of Queen Victoria's long reign, but since then has become an annual and empire-wide celebration.

Most of the stores are planning special windows, special displays of the British goods that they have in stock—this is the time to buy your favourite British product. It's amazing how many familiar labels are still coming over to us—and coming quite regularly.

Gaucho fare

There's a little restaurant called Semon's tucked away between Second and Third Avenue on Fifty-Eighth Street. This place has the good-old-speakeasy-days atmosphere—remember the dim candle-light, the empty Chianti bottles hanging over the bar—they're all here.

Semon himself is a Brazilian, and, though he prepares good Italian dishes (some of the best *zabaglione* we've eaten), his specialty is South American food. The dish we tried was called *Bife a Caballo*—it's a steak covered with fried onions and topped off with a fried egg. You won't feel like eating very much more than a grape or two after this.

Good old summertime

This year's Luna Park, at Coney Island, all streamlined and revitalized, reopens for the summer on the thirtieth of May. Here is the perfect refuge for those (we confess that we are among them) who are addicted to that special kind of light-hearted lunacy found in the amusement area of the World's Fair.

Three night-clubs, a circus—complete with clowns and wild animals—and a theatre, where tabloid revues will be produced, are all part of the general scheme for fun. There's also going to be a terrifyingly gigantic ballroom—big enough to hold two thousand dancing couples. And for those who are always roller-coaster-minded, this year's version—called the Mile Sky Chaser—will be a breath-snatcher.

There are plenty of nostalgic did-you-knows and do-you-remembers about Luna Park. Irene and Vernon Castle danced in the old Tango Palace here; the great bandmaster, John Philip Sousa, gave regular Sunday concerts at the Park, and, we are told, this was the birthplace of the ice-cream cone.

"FLANEUR"

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Hawaii, accused of monopoly on the world's affections, will never face trial. To begin with, you could never panel a jury of twelve "disinterested" members without their "private convictions" that such a benign monopoly should be encouraged.

It is really phenomenal the way the world has "invested" its affections in Hawaii. Its invariable return to Hawaii is not to recall the "investment," but to increase its "holdings"... to taste again the spice of living, as only Hawaii can flavor it.

With fourfold crescendo Hawaii sings to you her "Aloha." Besides Oahu, three sister islands .... Hawaii, Maui, Kauai . . . chorus the warm "Welcome" and "Till we meet again," in three appealing registers. By plane or steamer you make the unforgettable voyage from one to the other . . . too quickly.

There's an unmistakable Hawaiian lilt to the beautifully illustrated literature about Hawaii, which you may secure from your Travel Agent. Just as there is a carefree, singing quality even in his matter of fact recital about sea and ship schedules pertaining to Hawaii.

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NEW YORK

FOR her Camel portrait, Mrs. Heminway wears a dinner dress by a famous American designer . . . a softly draped crêpe of Sahara beige and red, belted in leather.

"Like most women, I love beautiful clothes," says Mrs. Heminway. "But my every-day interests are in the house . . . having a few friends in for dinner, planning the meals, doing the marketing."

In her spare time, Mrs. Heminway does welfare work . . . enjoys fox-hunting . . . reads a great deal. "Wherever I am, I usually have a package of Camels handy. Camel is the grandest-tasting cigarette . . . and so much milder! I'm glad to know that with Camels I get less nicotine in the smoke."

THE SMOKE'S THE THING!

THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR, AND

28% *LESS NICOTINE*

than the average of the 4 other largest-selling cigarettes tested—less than any of them—according to independent scientific tests *of the smoke itself!*

• If you like to smoke, it's the *smoke* you like. So light up a slower-burning Camel for smoke that's milder, smoke that's cooler and more flavorful, smoke that contains *less nicotine.* (As stated above.) The *smoke's* the thing — and the slower-burning cigarette is *Camel.*

Buy your Camels by the carton. More convenient. More thrifty, too!

BY BURNING 25% SLOWER than the average of the 4 other largest-selling brands tested — slower than any of them—Camels also give you a smoking *plus* equal, on the average, to

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